Media & Society

Class Handout 2020

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Media & Society - Overview

This class and its subject matter has never been more important to study, understand and discuss. We live in a media driven society where enormous resources are poured into the production of media products that are consumed, discussed and quickly forgotten to make room for even more media. People spend enormous amounts of time reading, tweeting, feeding then deleting media from a growing number of devices designed to keep them connected. We still have the internal combustion engine as the primary mode of transportation and we haven't been back to the moon since 1973 – the greatest technological advances and changes in society have come in the arena of information and communication. The changes that these technological advances have wrought upon society are just beginning to be understood. We are connected digitally in ways unimagined just 2 decades ago. Yet human connection is suffering and changing in ways that are unpredicted, unplanned and unstoppable. We live at the confluence of technology, entertainment and human interaction without knowing what this storm will bring.

"The tech industry is one that barrels ahead without thought to the consequences. On Day 1 the internet was invented, on day 2: internet porn, on day 3: internet viruses"

F A C T S

1. Internet is 37 years old and has over a billion websites
2. Number of users: 4.5 billion
3. Facebook has signed up more than 50% of all internet users of Earth!
4. Social media revenue to hit US$29B by 2015 – mostly through advertising
5. Average US household continues to have more TVs than people: 2.93/home
6. 309,957 books published last year in the USA
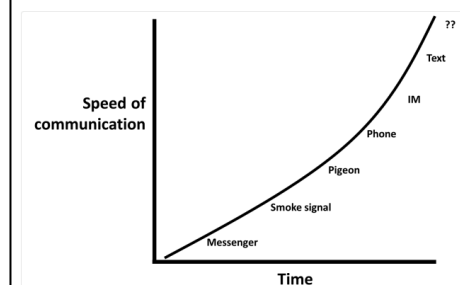7. There are over 15,541 radio stations in the USA

What is Media? Intervening material through which content is conveyed
  1. Physical Properties: DVD, CD, Books, mp3
  2. Type of Media: TV, Internet, Movies etc
  3. 'The Media' Large companies that produces the shows, news & messages we consume daily. EX: Google, CBS, Time Magazine, Yahoo, Facebook etc.

What is Mass Media?
Mass media are the industries that create and distribute the songs, novels, newspapers, movies, internet services, TV, magazines and other products to **large** numbers of consumers

Speed Of Urgent Communication Is Increasing

Speed of communication (vertical axis), Time (horizontal axis)

Messenger, Smoke signal, Pigeon, Phone, IM, Text, ??

Effects of Mass Media
1. **Inform**: What do we know about our world that we don't get from media?
2. **Agenda setting:** Media doesn't tell us what to think, it tells us what to think <u>about</u>. It decides what is important and marginalizes others
3. **Cultivation:** Impressions of the world are cultivated by media. Generalizations about people are drawn from the media
4. **Media's affects are often indirect**. Its doesn't make you violent but it may make think you live in a violent world or that violence is acceptable
5. **Creation of Heroes and Villains**: Media creates stories about people and places that are powerful and persuasive to the masses that consume it

Topic to be discussed in class
1. How important is media to your daily life? Could you go on a media fast?
2. To what extent does mass media shape our values and behaviors?
3. New Media and Economic Status – how does media create new underclass?
4. Who controls the media and what are their intentions?
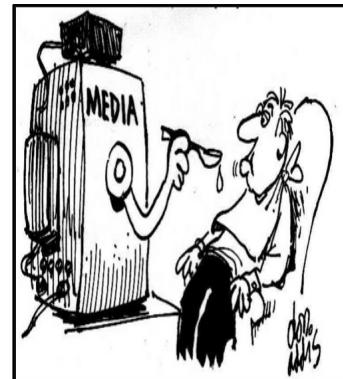
Internet Facts….
1. 30,000 web sites are hacked every day
2. 37% of the web is porn
3. China has treatment camps for internet addiction
4. Only 15% of American adults **don't** use the web
5. 100,000 new **.com** domains are registered daily
6. The internet accrued 50 million users in just 5 years. It took TV 13 years.

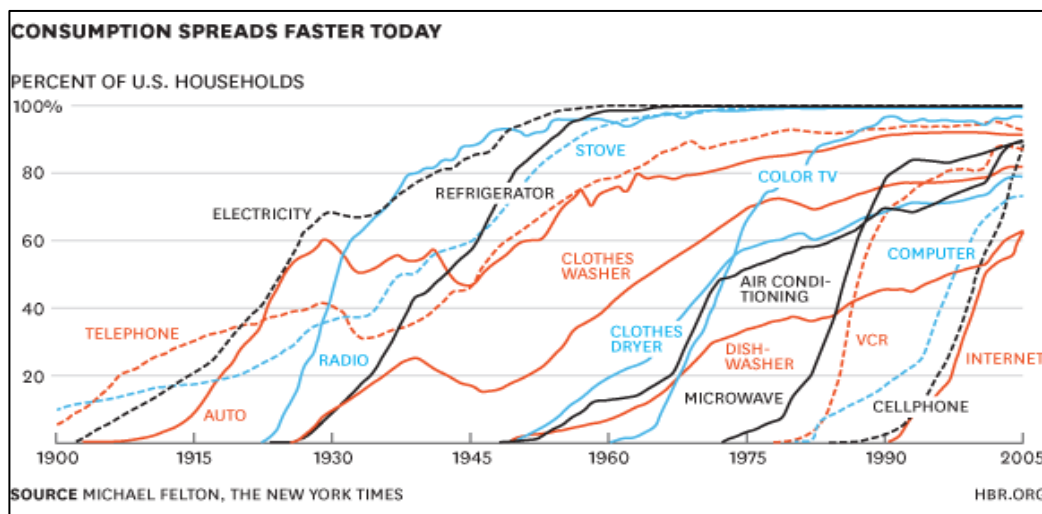## 4 Ways Social Media Influences Millennials' Purchasing
Why do brands spend so much time and effort courting millennials on social media? Digital marketing is a big undertaking, it can be expensive, and there's lots of competition. Still, companies are committed to engaging on social media because it works.

1. **Peer recommendations carry a lot of weight with millennials**
2. **Fashion is now driven by influencers on social media**
   "Companies must recognize who has the ear of the millennials in their target audience. This includes bloggers and vloggers, publishers, YouTubers, etc.
3. **3. User generated content has a big influence on purchasing decisions**
   "Seeing a product in use or simply reading personal stories from other consumers clearly has a big influence on this consumer group,"
4. **Engagement not promotion or advertising is often the drive behind purchasing decisions**
   Sixty-two percent of this group states that they are more likely to become brand loyal if a company engages with them, sincerely, on social media. Not only does brand loyalty drive purchasing decisions, it also drives those ever important, social media recommendations.

"Social media is changing the way we communicate and the way we are perceived. Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand." ~Amy Jo Martin

Effect of media on society. Questions to consider
- Are your opinions formed by the media you watch?
- Do you ever get a phantom ring? A vibrating sensation from your phone?
- Do you go back home if you forget your phone? Do you feel naked without it?
- Have you noticed TV screens popping up everywhere: banks, gas stations, or over toilets.
- Have you ever got an advertisement for a product after having discussed it on the phone or on social media.
- Do you or your parents use media to babysit young children in your household?
- Have any depictions of sexuality or beauty in media ever made you feel uncomfortable or insecure?
- Do you check your phone as soon as you wake up and just before you go to bed?
- Can you find your way home without GPS? Can you find other locations without GPS?
- Have you ever seen a lousy movie because of a good trailer?
- **Who creates the images, stories and information you absorb? Are they legally or morally obligated to serve your interests or their own?**

CONSUMPTION SPREADS FASTER TODAY
PERCENT OF U.S. HOUSEHOLDS
SOURCE MICHAEL FELTON, THE NEW YORK TIMES   HBR.ORG

Terms
1.	Services	Perceived benefits from a media
2.	Disservices	Perceived deficits from a media
3.	Unintended Outcomes	Unforeseen outcome that result from new media
4.	Mainstream Media (MSM)	Large corporate media outlets: CBS, CNN, FOX
5.	Media Consolidation	Concentrated ownership of media outlets

What is Media Manipulation?--A Definition & Explanation

What is Media Manipulation? If you don't know, you should. Because media manipulation currently shapes everything you read, hear and watch online. **Everything.**

In the old days, we only had a few threats to fear when it came to media manipulation: the government propagandist and the hustling publicist. They were serious threats, but vigilance worked as a clear and simple defense. They were the exceptions rather than the rule—they exploited the fact that the media was trusted and reliable. Today, with our blog and web driven media cycle, nothing can escape exaggeration, distortion, fabrication and simplification.

I know this because I am a media manipulator. My job was to use the media to make people do or think things they otherwise would not. People like me are there, behind the curtain, pulling the puppet strings. But that is about to get harder: I'm spilling my secrets to you and turned my talents from exploiting media vulnerabilities to exposing them—for your benefit.

When the news is decided not by what is important but by what readers are clicking; when the cycle is so fast that the news cannot be anything else but consistently and regularly incomplete; when dubious scandals scuttle election bids or knock billions from the market caps of publicly traded companies; when the news frequently covers itself in stories about 'how the story unfolded'—media manipulation is the status quo.

Today the media—driven by blogs, podcasts and social media—is assailed on all sides, by the crushing economics of their business, dishonest sources, inhuman deadlines, page view quotas, inaccurate information, greedy publishers, poor training, the demands of the audience, and so much more. These incentives are real, whether you're the Huffington Post or CNN or some tiny blog. They warp everything you read online—and let me tell you, thumbnail-cheating YouTube videos and paid-edit Wikipedia articles are only the beginning.

Everyone is in on the game, from bloggers to non-profits to marketers to the New York Times itself. The lure of gaming you for clicks is too appealing for anyone to resist. And when everyone is running the same racket, the line between the real and the fake becomes indistinguishable.
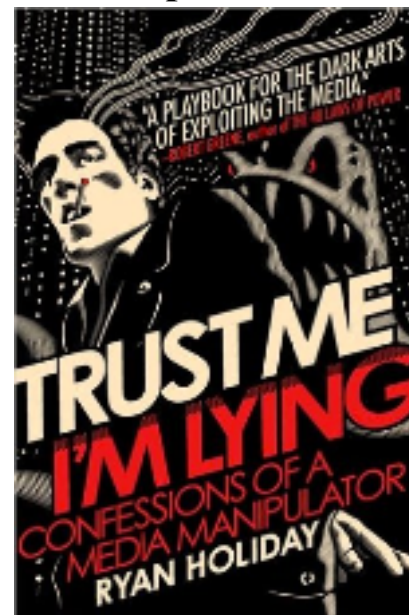
Media Manipulation

We see public opinion being engineered by sophisticated public relations campaigns between the government and the people. These campaigns deemphasize concrete successes and put in their place ideological slogans and triumphant images. It is beyond doubt that the federal government has the power to directly influence mass media and shape public opinion. But giant multinational corporation have even more power to propagate their messages as they own the media. It is simply a matter of discovering to what extent this is happening currently and what effect it is having on the course being taken.

One needs to recognize that the media does not need to be "biased" in order to present a dangerously destructive view of the world. Public opinion and public ignorance go hand in hand, and the media plays a role in both. Sometimes, the media can be influenced by some organization, like the government or a corporation. But often there is no direct manipulation; rather, just a complete failure to present the facts as they are. While it is very often tricky differentiating between deliberate and non-deliberate misinformation, it is far more difficult identifying what is misinformation and what is a mistake.

Numerous examples, like morphing al-Qaeda into Iraqis and running "War on Terror" banners along the bottom of the screen -both while reporting on Afghanistan and Iraq, serve to show this difficulty. Regardless, the public is still being misinformed and it is equally as dangerous. A University of Maryland study found that consumers getting news from commercial television were very likely to hold at least one of three fundamental "misperceptions" (**namely, that Iraq had been directly linked with the 9/11 terrorist attacks, that WMDs had been found, or that world opinion favored an American invasion of Iraq) .**

The misperceptions stand in the way of any useful discussion on whether a war in Iraq is either necessary or justifiable**. A free and unbiased media that presents facts as facts (and not values as facts) is a necessary condition for any functional democracy.** The rise of mass media and more accessible forms of media has made it easier for it to occur on massive scales, which poses an even greater danger.

Prevention of this is written into the United States Constitution; however, the methods of subverting the first amendment are more subtle. It occurs by mixing misinformation with factual information such that the majority of what we hear is real, but corrupted with propaganda. Citizens develop a trust of a particular source of news and cannot look past the lies. A democracy cannot exist without a free-standing media because the whole point of a democracy is that the citizens have the information they need to make informed decisions about their representatives.

This condition is not met when the information is not available to them and making an informed decision is impossible. Manipulation of the media is most likely to arise in wartime, as was the case with World War II and is the case with the Iraq War. Such manipulation is designed to boost morale and provide a positive image of the war as to avoid criticism for its high costs. As a result the public cannot decide what is true and what is not, and takes the images the media gives to be descriptive of the whole situation. Like in the case of the Iraq War, the enemy is marginalized and treated as complete enemies
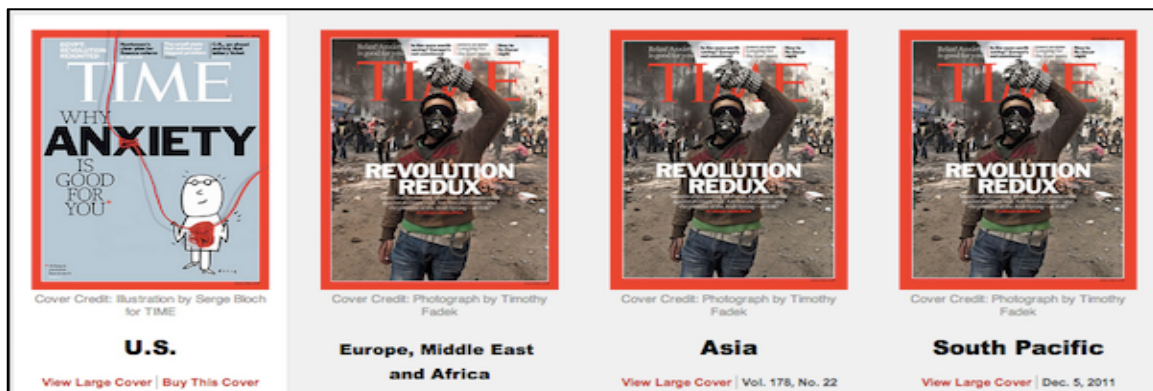
Can the Media Create Public Opinion? A Social-Identity Approach

The media remains a powerful presence in U.S. culture. It gives people news of world and local events, it entertains, and it may even function as a companion to children. Because it functions as a window to the outside world, what appears across its landscape actually may become people's reality. Thus, the potential for distorting their view of that world is high if the picture provided is unrepresentative of actual events. For example, the prevalence of violent acts on television has been linked to increased aggression and escalating impressions of a dangerous world, and the overrepresentation of youth and beauty disorders. may be a causal factor of eating disorders. The media may also serve as a powerful creator of the very public opinions it seeks to reflect in its news. Subtle nonverbal cues of newscasters have been shown to influence voting behavior, and the media's overrepresentation of the proportion of blacks in poverty may decrease whites' support of welfare. By portraying a world in which people's opinions are based on their ethnic or demographic group membership, the media may also subtly but powerfully create the very opinions they seek to reflect.

Covid-19 Disinformation & Social Media Manipulation

A range of actors are manipulating the information environment to exploit the COVID-19 crisis for strategic gain. ASPI's International Cyber Policy Centre is tracking many of these state and non-state actors online, and will occasionally publish investigative, data-driven reporting that will focus on the use of disinformation, propaganda, extremist narratives and conspiracy theories by these actors.

- Bill Gates and the Mark of the Beast: Covid-19 inflames existing online conspiracy movements
- Persistent, large-scale influence campaign linked to Chinese state actors on Twitter and Facebook.
- Russian state actors and hackers very active with various disinformation campaign
- Scam artists are preying on unsuspecting citizens

U.S. media says officials in 3 states manipulate COVID-19 data for reopening

WASHINGTON, May 21 (Xinhua) -- Officials in the U.S. states of Florida, Arizona and Georgia have been reportedly manipulating COVID-19 data and censoring scientists while pushing for early reopening, according to U.S. media reports on Wednesday.

Florida Scientist Says She Was Fired For Not Manipulating COVID-19 Data
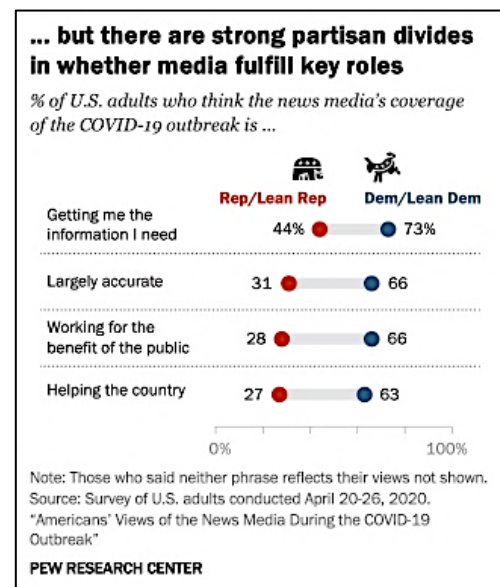
NPR's Rachel Martin talks to Rebekah Jones, a scientist who was fired from Florida's health department, who is now publishing a coronavirus dashboard of her own to track the state's COVID-19 cases.

Americans' Views of the News Media During the COVID-19 Outbreak

Republicans and Democrats remain starkly divided in their attitudes toward journalists
Overall, more Americans hold positive than negative views of the news media's coverage of the COVID-19 crisis, though broader views of the media are more evenly divided or more negative. And Republicans and Democrats continue to stand far apart in their opinions of the media during the pandemic, according to a new Pew Research Center survey conducted April 20-26, 2020,

"We can save the world by lying in front of the TV and doing nothing…Let's not screw this up?

... but there are strong partisan divides in whether media fulfill key roles

% of U.S. adults who think the news media's coverage of the COVID-19 outbreak is ...

	Rep/Lean Rep	Dem/Lean Dem
Getting me the information I need	44%	73%
Largely accurate	31	66
Working for the benefit of the public	28	66
Helping the country	27	63

Note: Those who said neither phrase reflects their views not shown.
Source: Survey of U.S. adults conducted April 20-26, 2020. "Americans' Views of the News Media During the COVID-19 Outbreak"

PEW RESEARCH CENTER

Media Consolidation:
THE ILLUSION OF CHOICE

Media has never been more consolidated. **6 media giants** now control a staggering **90%** of what we read, watch, or listen to.

1

CONSOLIDATION

1983

In 1983, 90% of American media was owned by **50 companies**

2011

In 2011, that same 90% is controlled by **6 companies**

THESE SIX COMPANIES ARE:

GE	NEWS-CORP	DISNEY	VIACOM	TIME WARNER	CBS
Notable Properties:	Notable Properties:	Notable Properties:	Notable Properties:	Notable Properties:	Notable Properties:
COMCAST	FOX	ABC	MTV	CNN	SHOWTIME
NBC	WALL STREET JOURNAL	ESPN	NICK JR	HBO	SMITHSONIAN CHANNEL
UNIVERSAL PICTURES	NEW YORK POST	PIXAR	BET	TIME	NFL.COM
FOCUS FEATURES		MIRAMAX	CMT	WARNER BROS	JEOPARDY
		MARVEL STUDIOS	PARAMOUNT PICTURES		60 MINUTES

With the country's widest disseminators of news, commentary and ideas firmly entrenched among a small number of the world's wealthiest corporations, it may not be surprising that their news and commentary is limited to an unrepresentative narrow spectrum of politics.

—Ben Bagdikian, former dean of the Graduate School of Journalism, UC Berkeley

Government / Corporate Dynamics

883 Bases
183 Countries

Military

Taxation

Laws

Government

Regulations

Funding

Politicians

Corporations

1%

Ownership

PR

Advertising

Media

The Public

AOL/TW

Internet: AOL: largest ISP in world, 37 million customers Internet users; CompuServe, Netscape

Cable TV: Time Warner Cable: 10.8 million cable households

TV Networks: HBO, CNN, WB Network, Cinemax, TBS, TNT, Court TV, Cartoon Network CNN Headline News, TW Sports

Content/Production: Production: Warner Brothers Studios, Castle Rock Entertainment, HBO Productions, New Line Cinema and TV. Turner Productions

Magazines: Time, Life, Fortune, Sports Ill., Money, People, Entert. Weekly, In Style, Southern Living, Popular Science. Music labels: Atlantic, Rhino, Elektra, Warner Bros., London-Sire, Tommy Boy, Columbia House, Time Life Music. Books: Time Life, Book-of-the-Month Club, Little, Brown & Co., Bulfinch Press, Back Bay Books, Warner Books.

News Corp

TV Stations: 22 TV Stations: including duopolies In NY, L.A., Chicago, Dallas, Wash. Minn., Houston, Orlando, Phoenix

TV Networks: Fox Broadcasting, Fox News Chan., Fox Kids, Fox Sports, Health Netw., fX, Nat'l Geographic, TV Guide Chan Fox Sports Radio, Golf Channel

Content/Production: Newspapers and magazines: NY Post, TV Guide, The Weekly Standard.

Books: Harper Collins, Regan Books, Amistad Books, William Morrow & Co., Sports: LA Dodgers, LA Kings, LA Lakers, NY Knicks, NY Rangers, Music: Festival Records, Mushroom Records Marketing: News America Marketing

Viacom

TV Stations: 34 TV Stations: duopolies in Philly, Boston, Dallas, Detroit, Miami, Pittsburg. Stations in 15 Of top 20 TV markets

Radio Stations: 180 Infinity radio stations: Concentrated in 41 cities. In 1999 had 6 of top 10 stations

TV Networks: CBS Network, UPN Network, MTV, Nickelodeon, TV Land, CMT, TNN, VH1, Showtime, Movie Channel, Sundance Channel, FLIK, BET, Comedy Central

Content: Paramount pictures, MTV Films, Nickelodeon Films, Contentville.com, The Free Press, MTV Books, Nickelodeon Books, Simon & Schuster, Famous Music Publishers, Pocket Books, Star Trek Franchise, Scribner, Touchstone, Spelling Entertainment, Big Ticket TV, Viacom Productions, Kingworld Productions

Disney

TV/Radio Stations: 10 TV stations: NY, LA, Chic., Philly., S.F.., Houston, Raleigh, Fresno, Flint, Toledo 53 radio stations: including 6 in Minn., 5 in Chicago, 5 in Dallas, 3 in Wash., 3 in Detroit, and 3 in Atlanta.

TV Networks: ABC Network, Disney Channel, ESPN, A&E, SoapNet, History Channel, Lifetime, E!

Content/Productio: Disney Pictures, Touchstone, Hollywood Pictures. Caravan. Miramax. Buena Vista Magazines: Discover, Disney, ESPN, Talk, US Weekly. Books: Disney, Hyperion, Talk/ Miramax. Newspapers: County Press (MI), Oakland Press (MI), Narragansett Times, St. Louis Daily Record. Music: Buena Vista, Hollywood, Lyric Street. Sports: Anaheim Ducks and Angels. Internet: NFL.com, NASCAR.com, ABCNews.com

Clear Channel

Radio/TV Stations: 36 TV stations in 28 cities in NY, CA, WA, OH, AK, duopolies In Memphis, Pensacola, Little Rock, Jacksonville, Harrisburg (w/ CMA)

Content: Clear Channel is world's leading event promoter; 66 million tix in 26,000 events in 2001. SFX represents Hundreds of athletes: Jordan, Kobe, Clemens, Pedro.

Production/Promotion: Premier Radio Network: Syndicates over 100 programs Including Limbaugh, Laura Slessinger, Rick Dees, Carson Daly, produces Clear Channel promoted concerts.

More than 1,200 radio stations.
- In all 50 States and D.C.
- More than 110 million listeners
- Reach 54% of all 18-49 yr. olds

These 13 Billionaires Own America's News Media Companies

Michael Bloomberg - Bloomberg Media
Rupert Murdoch - News Corp (Fox News)
Cox Family - Atlanta Journal-Constitution
Jeff Bezos - The Washington Post (Amazon)
John Henry - The Boston Globe
Sheldon Adelson - The Las Vegas Review-Journal
Joe Mansueto - Inc. and Fast Company magazines
Mortimer Zuckerman - US News & World Report
Barbey family - Village Voice
Stanley Hubbard – Hubbard Broadcasting
Patrick Soon-Shiong - Tribune Publishing Co.
Carlos Slim Helu - The New York Times
Warren Buffett – 70 regional daily papers
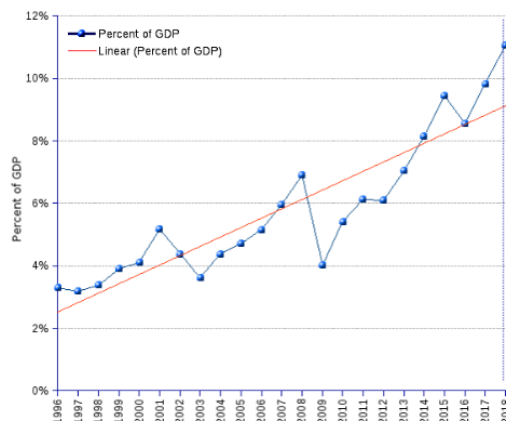
The New York Times published an article criticizing the power that billionaires wield over media companies. One ultra-wealthy media investor not mentioned in the story: Mexican billionaire Carlos Slim Helu, who owns the largest individual stake in the Times. Slim more than doubled his stake in The Times in 2015 to 17% of the media company.

Ok Billionaire: Why Do the Opinions of 600 Americans Get So Much Airtime?
It must be springtime—or summer, autumn, or winter—because the voice of the billionaire has been heard in the land, and the voice of the billionaire is weepy with self-pity that if the nice lady with plans wins, he might be a slightly smaller billionaire and that some in the world's wealthiest nation think a little redistribution would mean that, say, thirteen million children don't have to go hungry anymore. Just for the record the number of billionaires in the USA is about 600; they are a very, very tiny special interest group.

Think of being a billionaire as a rare disease, though far less rare than it was a few decades ago—except that it's a disease that's self-inflicted, deserves no sympathy, and is easily cured by dispersal of the huge bolus of money choking their empathic awareness. Unlike people with medical conditions, too, their illness is ours, because it warps the very fiber of our republic with its outsize impact on politics—see, Charles Koch, Peter Thiel—and by so doing making their wishes and whims seem like important and relevant things.

Often they are framed as the constituency to be listened to when contemplating the economic future of this country, even though they are guaranteed to be fine no matter what, while perhaps a hundred million of their fellow citizens live lives of quiet financial desperation. That's thanks in no small part to the rarely acknowledged rearrangement of the US economy over the past 40 years to create massive debt and poverty for the many and extreme wealth for the few.

One billion dollars is far, far more money than anyone could realistically spend, on their needs, within the span of a human lifetime. If you have one billion dollars, you are completely shielded from all ordinary human concerns: Never again will you know hunger, or lack shelter, or suffer from inadequate medical care. Of course, there may very well be lots of comfortable, middle-class people who will also be lucky enough to never know those wants again, but the difference is that the billionaire is isolated even from the possibility of experiencing those wants. If you have in your possession one billion dollars, then almost literally anything you desire — anything anyone might possibly conceive of desiring — can be yours, just as soon as you happen to desire it. But with no real friction between desire and reality, how does wanting even function?

The Wealthy in America

1. **A luxury jet versus half a continent**. America's 20 wealthiest people — a group that could fit comfortably in a single Gulfstream G650 luxury jet – now own more wealth than the bottom half of the American population combined, a total of 152 million people

2. **The unbelievable racial wealth gap**. The Forbes 400 now own about as much wealth as the nation's entire African-American population, plus more than a third of the Latino population, combined.

3. **Blacks still have the least wealth**. The wealthiest 100 households now own about as much wealth as the entire African American population in the United States. Among the Forbes 400, just two individuals are African American: Oprah Winfrey and Robert Smith.

4. **Latinos are barely doing better**. The wealthiest 186 members of the Forbes 400 own as much wealth as the entire Latino population. Just five members of the Forbes 400 are Latino: Jorge Perez, Arturo Moreno and three members of the Santo Domingo family.

5. **Four hundred versus 194 million**. With a combined worth of $2.34 trillion, the Forbes 400 own more wealth than the bottom 61 percent of the country combined, a staggering 194 million people.

6. **Astounding wealth gap**. The median American family has a net worth of $81,000. The Forbes 400 own more wealth than 36 million of these typical American families. That's the number of households in the US that own cats.

7. **How can the economy** be strong and durable when the 20 wealthiest people have wealth equal to half of the population? Or when 46% of workers are paid less than $15, including 48% of women, 54% of African Americans, and 60% of Latinos? And when 51% of workers earn under $30,000 annually? Or when poverty has been at record high levels throughout Obama presidency?
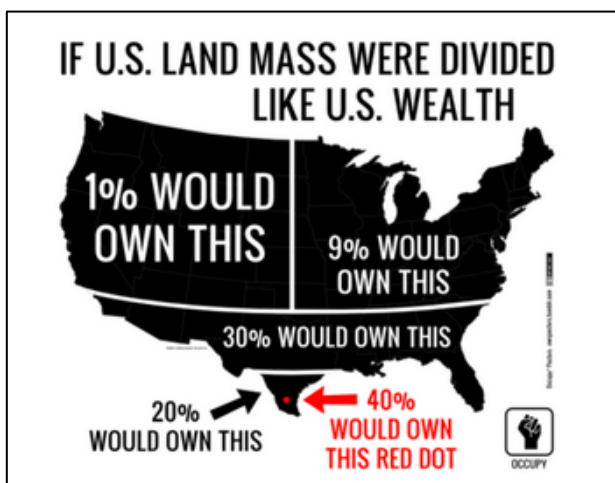
These facts show an economy in decline. The political and media elites prefer not to discuss it. There has yet to be a question asked about the poor or poverty in any of the presidential debates. Yet, according to the 2014 census, 14.5% of Americans, over 45 million people, live in poverty, up from 11.3% in 2000; a rate not seen since the early '90s. The response: Congress passed and the president signed laws that cut food stamps and unemployment benefits.

Question: Why is US Media dominance so important?

Answer: US EMPIRE

Facts:
800 Military bases outside the US
IN 177 countries around the world. 179 bases in Germany alone
        Britain, France, Russia have 30 bases combined
Actively Deployed Personnel: 1,315,609
        22% of Global GDP – 18.56 Trillion in 2016
57 Overthrown Governments
        7 confirmed CIA coups
        Iran, Guatamala, Domincan Republic, South Vietnam, Brazil, Chile
        Unclaimed Coups
        Hawaii, Cuba, The Philipines, Nicaragua, Honduras, Panama, Grenada,
24 Fascist Governments supported by US currently
        Saudi Arabia, Egypt, South Sudan, Kazakhstan
        67 Fascist governments in the past
7 vicious Dictators supported by US

Augusto Pinochet, Chile	Fernando Marcos, Phillipines
Idriss Feby, Chad	King Abdullah, SA
Manual Noriega, Panama	Adolf Hitler, German
Islam Karimov, Uzbekistan	
Every country in the Middle East but Iran	

Average of over 1200 US service members killed a year since 1980

Q: Why will there never be a coup d'état in Washington?
A: Because there's no American embassy

USA Military Budget
54% of discretionary budget - 599 Billion dollars. (Education = 6%, Health Care 6%)
The phrase "American empire" appeared more than 1000 times in news stories during
November 2002 – April 2003

From "Media and the Empire" Ruth Teer-Tomaselli

This volume highlights the pivotal role that the media played in the establishment and maintenance of imperial power. The media bolstered both the ideological and financial objectives of the empire in a myriad of overt, covert, and downright scandalous ways.

From jeopardizing the introduction of wireless telegraphy in order to maximize the financial gains of the investors of under-sea cabling, to newspaper proprietors cashing in on the thrilling, wonderful (and sometimes fabricated) adventures of war correspondents in exotic lands, the media has had a constant background influence in the public's perception of empire.

By covering diverse topics from– media support for the Allies by boosting morale and providing a link between soldiers fighting abroad and their families during both World Wars, to the complete subversion of imperial influence – as in the case of the proliferation of diverse media platforms being used by migrant communities in the USA as a means to promote 'colonization in reverse'

Examples of Media's Effects on Society
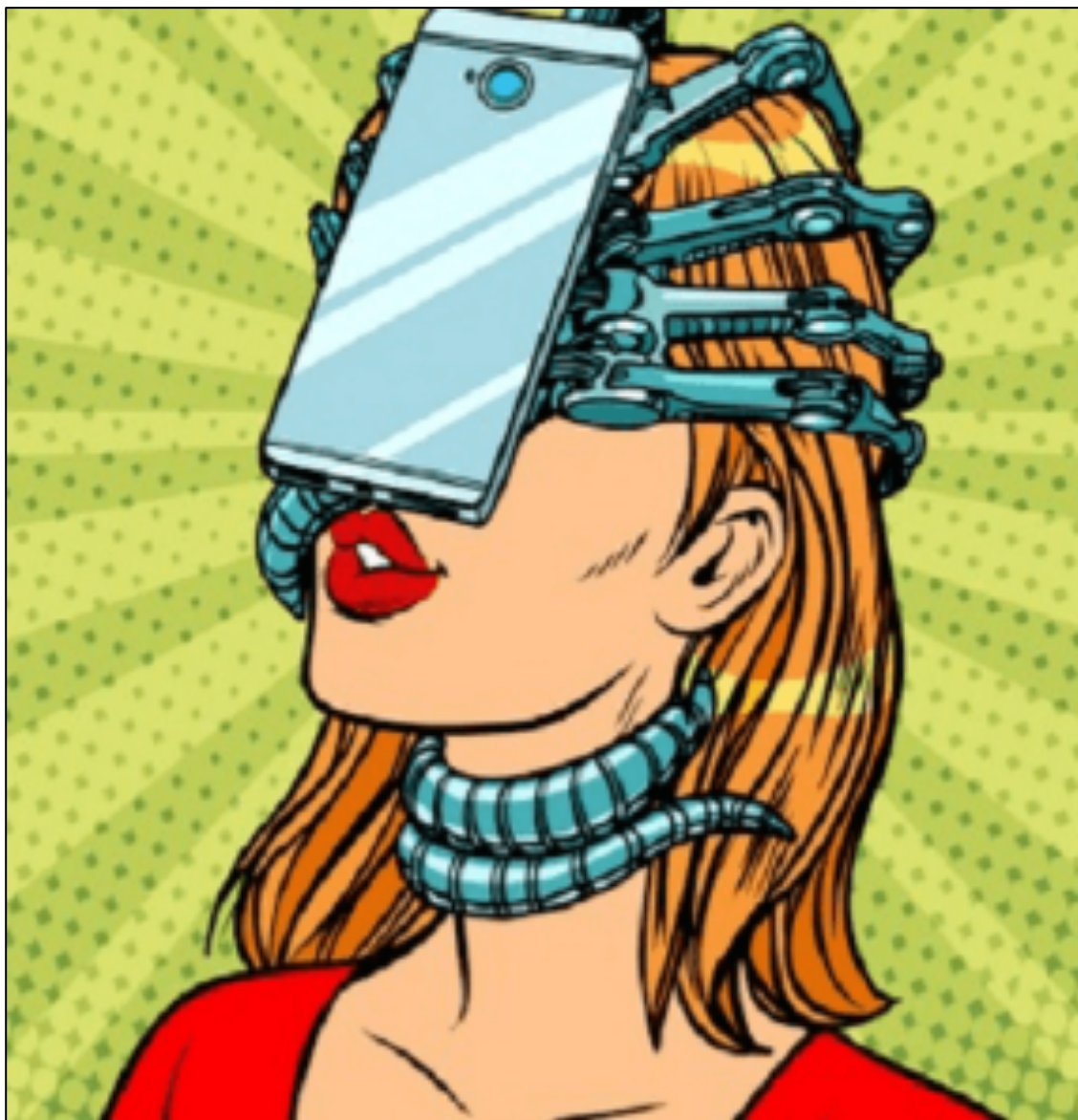
Inherited Problems of Technology - tech we're stuck with

QWERTY keyboard

It "probably would have been chosen if the objective was to find the least efficient character arrangement." In fact, the layout was designed to help people type faster. The QWERTY layout is attributed to an American inventor named Christopher Latham Sholes, and it made its debut in its earliest form on July 1, 1874

This early typewriter used a mechanism with characters on the end of a bar. When a key was struck, a linkage would swing the bar into a tape coated with ink. When the character struck the tape, the impression of the character was transferred onto the paper, which was positioned behind the tape. Sholes' original prototypes had a problem with the bars colliding with each other and jamming. So the story goes that he arranged the keys with the most common letters in hard to reach spots, to slow typists down and try to avoid this problem.

The Dvorak layout places all of the most commonly used letters in the home row so your fingers don't have to move at all to hit these keys. If I had typed this article on a Dvorak keyboard, my fingers would have traveled 30 meters versus the 54 meters they traveled on the QWERTY keyboard

MP3s Suck!

Wax cylinders, reel-to-reel tapes, eight-tracks, cassettes, and CDs have all been relegated to the dustbin of musical history (viva vinyl albums). Now, that list includes its first completely digital media: According to Andrew Flanagan at NPR, the MP3 is officially dead. A press release from the Fraunhofer Institute for Integrated Circuits, which helped developed the digital file format in the 1980s, recently announced that it has suspended issuing licenses for the use of certain MP3 patents and software. Now, it has more or less become open source technology, making it even more widespread.

Not that that would be a good idea. While MP3 was a groundbreaking format that ushered in the era of ripping CDs, Napster and the iPod in the late '90s and early 2000s, it has some major flaws. Back when MP3s were developed, most data was sent through phone lines or processed on computers that were exponentially slower than even a modern smartphone. Saving data was critical, so MP3s used a compression algorithm that cuts out data that researchers believed the human ear couldn't detect or was not essential to the listening experience. It turns out developers were working with an incomplete understanding about how the human brain processes sound. As a result, at least one study shows that MP3 **compression strengthens neutral and negative emotional characteristics of music while downplaying happy emotions.**
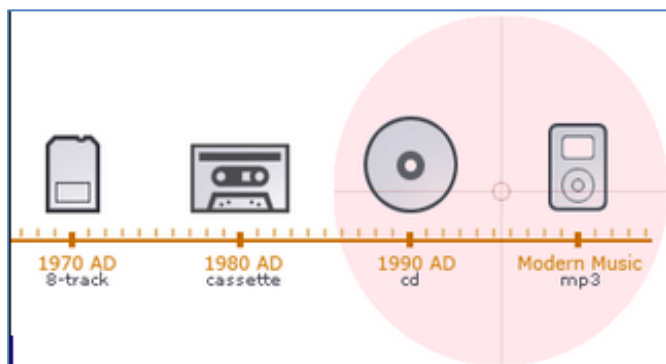
The introduction of other file formats including Advanced Audio Coding (AAC) and the emergence of MPEG-H have also made MP3 a relic. Now that internet speeds and hard drive storage are almost non-issues, there is no longer a need to reduce every bit of extraneous data. But the bones of MP3 run through all of those new formats. As Stephen Witt says "Its DNA is used in every streaming service and so it's not obsolete in the way an 8 track is obsolete. The basic technology hasn't changed."

The History of Privacy

Internal Walls (c.1500 A.D.)

Most homes didn't have walls separating rooms until the development of the brick chimney, which needed support beams.

Silent Reading (c.1215)

Silent reading was not popular until the Church mandated confessions for the masses; the concept of private salvation ushered in a new habit of silent learning and contemplation. Silent reading would become popular with non-elites ~500 years later when books were cheap enough for individual ownership.

Solo Beds (c.1700)

Beds used to be extraordinarily expensive; many homes only had a single large bed that was shared with the entire family and guests. Sex with others in the room was common.

Info Privacy (1900s)

Information about citizens was often public, including the first American census. Even though the post office had introduced the first information privacy laws in the 19th century, postcards (without envelopes) were cheaper, and therefore often more popular. "The Right to Privacy" was coined in 1890, inspired by fears of the camera.

Voluntary Web Tracking (2015)

When AT&T offered a $30 premium service that allowed users to opt-out of browser tracking for ad targeting, few users took it. This portends a future where most people will increasingly choose ever more invasive tracking in exchange for money, health advice, and entertainment.

Y2K Panic

Y2K bug, also called Year 2000 bug or Millennium Bug, a problem in the coding of computerized systems that was projected to create havoc in computers and computer networks around the world at the beginning of the year 2000. After more than a year of international alarm, feverish preparations, and programming corrections, few major failures occurred in the transition from December 31, 1999, to January 1, 2000

Until the 1990s, many computer programs were designed to abbreviate four-digit years as two digits in order to save memory space. These computers could recognize "98" as "1998" but would be unable to recognize "00" as "2000," perhaps interpreting it to mean 1900. Many feared that when the clocks struck midnight on January 1, 2000, many affected computers would be using an incorrect date and thus fail to operate properly unless the computers' software was repaired or replaced before that date.

In the US, business and government technology teams worked feverishly with a goal of checking systems and fixing software before the end of December 1999.
An estimated $300 billion was spent to upgrade computers and application programs to be Y2K-compliant. As the first day of January 2000 dawned and it became apparent that computerized systems were intact, reports of relief filled the news media. These were followed by accusations that the likely incidence of failure had been greatly exaggerated from the beginning. Those who had worked in Y2K-compliance efforts insisted that the threat had been real. They maintained that the continued viability of computerized systems was proof that the collective effort had succeeded.

TikTok Teens and K-Pop Stans Say They Sank Trump Rally

President Trump's campaign promised huge crowds at his rally in Tulsa, Okla., on Saturday, but it failed to deliver. Hundreds of teenage TikTok users and K-pop fans say they're at least partially responsible.

Brad Parscale, the chairman of Mr. Trump's re-election campaign, posted on Twitter on Monday that the campaign had fielded more than a million ticket requests, but reporters at the event noted the attendance was lower than expected. The campaign also canceled planned events outside the rally for an anticipated overflow crowd that did not materialize.

TikTok users and fans of Korean pop music groups claimed to have registered potentially hundreds of thousands of tickets for Mr. Trump's campaign rally as a prank. After the Trump campaign's official account @TeamTrump posted a tweet asking supporters to register for free tickets using their phones on June 11, K-pop fan accounts began sharing the information with followers, encouraging them to register for the rally — and then not show. The trend quickly spread on TikTok, where videos with millions of views instructed viewers to do the same, as CNN reported on Tuesday.

"Societies have always been shaped more by the nature of the media by which men communicate than by the content of the communication." ~McLuhan

Media as Circus

Jessica McClure Morales

(*born March 26, 1986*) became famous on October 14, 1987, at the age of 18 months after she fell into a well in her aunt's backyard in Midland, Texas. Between that day and October 16, rescuers worked around-the-clock for 58 consecutive hours to free her from the eight-inch well casing 22 feet below the ground. The story gained worldwide attention (leading to some criticism as a media circus), and later became the subject of a 1989 ABC television movie Everybody's Baby: The Rescue of Jessica McClure. McClure's rescue proved to be a much more difficult ordeal than was first anticipated. Enlisting the help of a variety of local oil-drillers, the Midland officials had hoped to free McClure in minutes. Forty-five hours after McClure fell into the well, the shaft and tunnel were finally completed. Midland Fire Department paramedic Robert O'Donnell was ultimately able to inch his way into the tunnel and wrestle McClure free from the confines of the well, handing her to fellow paramedic Steve Forbes, who carried her up to safety.

Media coverage

CNN, then a fledgling cable news outlet, was on the scene with around-the-clock coverage of the rescue effort. This massive media saturation of the ordeal prompted then-President Ronald Reagan to state that "everybody in America became godmothers and godfathers of Jessica while this was going on."

From the beginning and throughout the incident, the switchboard of local media outlet KMID-TV was flooded with telephone calls from news organizations and private individuals around the world, seeking the latest information on rescue efforts. In some cases, they shared their own insights

The photograph of McClure being rescued fetched the 1988 Pulitzer Prize for Spot News Photography to Scott Shaw of the Odessa American.

In 2007, USA Today ranked McClure #22 on its list of "25 lives of indelible impact."

Remains one of the top-rated news events in television history

Paramedic Robert O'Donnell, battling posttraumatic stress disorder as a result of the arduous rescue effort and struggling to cope with the abrupt decline of the fame and recognition that had been lavished on him following his heroic act, committed suicide in 1995. Four days after witnessing another media event, The Oklahoma City bombing of the Federal building.

DEATH ON THE CNN CURVE
Published: July 23, 1995 ~NY TImes

IT WAS FAME that killed Robert O'Donnell, killed him as surely as that shotgun blast he fired into his brain on a dark, dusty, West Texas road, miles and years away from the thing that made him famous in the first place. Technically, it was the bullet that did it -- a .410 shell, the kind his mother kept at the ranch house to shoot rattlesnakes and warn trespassers. It certainly wasn't an accident. You can't shoot yourself in the mouth accidentally with a .410. The barrel is too long. He left three notes, lined up side by side by the coffee table, two to his two boys and one that simply said, "No help from nobody but family."

So it was the bullet, or depression, or his willful trigger finger that caused his death, this spring, at the age of 37. But the reason he did it, and the reason no one who knew him was surprised, that is where the fame comes in. Eight years earlier he had saved a little girl's life, as the whole world watched, and, for a while, he was the center not only of his small universe, but of the real, known universe, the new one that sees everything simultaneously on CNN. There was a parade, countless television appearances, a letter from the president, a made-for-TV movie. But eventually, the cameras went away, the world's attention moved on and he was left alone - a man so changed by fame that he no longer belonged in his world, but not changed enough that he could leave that world behind.

O'Donnell was not the only one. The little girl's parents moved her out of town, to a three-bedroom house that they never could have afforded before she was rescued, to hide from the world that embraced them so hard they couldn't breathe. Eventually, they were divorced. Others who helped to save the child -- O'Donnell was just the most visible of hundreds -- found themselves drinking, or in marriage counseling, or in legal tangles, all because of the fickle, seductive, burning spotlight.

"It was the greatest moment of Robert's life and it was the worst thing that ever happened to him," said his mother.

On April 23, 1995 four days after the Oklahoma City bombing, O'Donnell drove across the darkened prairie of his family's ranch and stuck a shotgun to his head. He was 37 and the father of two boys, ages 10 and 14. "I'm sorry to check out this way," he scrawled on a scrap of paper found in his pickup truck. "But life sucks."

Long before the footage of Oklahoma City brought it all back, O'Donnell had come to see the limelight as a curse, not a blessing--a blinding glare that undermined his marriage, crippled him with migraines and hastened his departure from the Midland Fire Department amid allegations of prescription-drug abuse.

"I've saved other people's lives before," "But there'll never be nothing like this again."

The Myth of the *War of the Worlds* Panic

Orson Welles' infamous 1938 radio program <u>did not</u> touch off nationwide hysteria. Why does the legend persist?

"The War of the Worlds" is an episode of the American radio drama anthology series [The Mercury Theatre on the Air](#) directed and narrated by actor and future filmmaker [Orson Welles](#) as an adaptation of [H. G. Wells](#)'s novel [The War of the Worlds](#) (1898). It was performed and broadcast live as a Halloween episode at 8 p.m. on Sunday, October 30, 1938, over the [Columbia Broadcasting System](#) radio network. The episode became famous for allegedly causing panic among its listening audience, though the scale of that panic is disputed, as the program had relatively few listeners.

Wednesday marks the 75th anniversary of Orson Welles' electrifying [War of the Worlds](#) broadcast, in which the Mercury Theatre on the Air enacted a Martian invasion of Earth. "Upwards of a million people, [were] convinced, if only briefly, that the United States was being laid waste by alien invaders," narrator Oliver Platt informs us in the [new PBS documentary](#) commemorating the program. The panic inspired by Welles made War of the Worlds perhaps the most notorious event in American broadcast history. That's the story you already know—it's the narrative widely reprinted in academic textbooks and popular histories. With actors dramatizing the reaction of frightened audience members (based on contemporaneous letters), the new documentary, part of PBS's [American Experience](#) series, reinforces the notion that naïve Americans were terrorized by their radios back in 1938. So did [this weekend's episode](#) of NPR's Radiolab, which opened with the assertion that on Oct. 30, 1938, "The United States experienced a kind of mass hysteria that we've never seen before."

There's only one problem: The supposed panic was so tiny as to be practically immeasurable on the night of the broadcast. Despite repeated assertions to the contrary in the PBS and NPR programs, almost nobody was fooled by Welles' broadcast.

How did the story of panicked listeners begin? Blame America's newspapers. Radio had siphoned off advertising revenue from print during the Depression, badly damaging the newspaper industry. So the papers seized the opportunity presented by Welles' program to discredit radio as a source of news. The newspaper industry sensationalized the panic to prove to advertisers, and regulators, that radio management was irresponsible and not to be trusted. In an editorial titled "Terror by Radio," the New York Times reproached "radio officials" for approving the interweaving of "blood-curdling fiction" with news flashes "offered in exactly the manner that real news would have been given." Warned Editor and Publisher, the newspaper industry's trade journal, "The nation as a whole continues to face

the danger of incomplete, misunderstood news over a medium which has yet to prove … that it is competent to perform the news job.

The contrast between how newspaper journalists experienced the supposed panic, and what they reported, could be stark. In 1954, Ben Gross, the New York Daily News' radio editor, published a memoir in which he recalled the streets of Manhattan being deserted as his taxi sped to CBS headquarters just as War of the Worlds was ending. Yet that observation failed to stop the Daily News from splashing the panic story across this legendary cover a few hours later.

**NY Daily News
Oct. 31, 1938**

Photo by New York Daily News Archive
From these initial newspaper items on Oct. 31, 1938, the apocryphal apocalypse only grew in the retelling. A curious (but predictable) phenomenon occurred: As the show receded in time and became more infamous, more and more people claimed to have heard it. As weeks, months, and years passed, the audience's size swelled to such an extent that you might actually believe most of America was tuned to CBS that night. But that was hardly the case.

Far fewer people heard the broadcast—and fewer still panicked—than most people believe today. How do we know? The night the program aired, the C.E. Hooper ratings service telephoned 5,000 households for its national ratings survey. "To what program are you listening?" the service asked respondents. Only 2 percent answered a radio "play" or "the Orson Welles program," or something similar indicating CBS. None said a "news broadcast," according to a summary published in Broadcasting. In other words, 98% of those surveyed were listening to something else, or nothing at all, on Oct. 30, 1938. This miniscule rating is not surprising. Welles' program was scheduled against one of the most popular national programs at the time—ventriloquist Edgar Bergen's Chase and Sanborn Hour, a comedy-variety show.

Tactical frivolity is a form of public protest involving humor; often including peaceful non-compliance with authorities, carnival and whimsical antics. Humor has played a role in political protests at least as far back as the Classical period in ancient Greece. Yet it is only since the 1990s that the term *tactical frivolity* gained common currency for describing the use of humor in opposing perceived political injustice. Generally the term is used to denote a

Anti-War protester ins Germany

whimsical, nonconfrontational approach rather than aggressive mocking or cutting jokes.

Monopoly Was Designed to Teach the 99% About Income Inequality

Monopoly's story began decades ago, with an all-but-forgotten woman named Lizzie Magie, an artist, writer, feminist & inventor. Magie worked as a stenographer and typist in Washington, D.C. In 1904, Magie received a patent for an invention she called the Landlord's Game, a square board with nine rectangular spaces on each side, set between corners labeled "Go to Jail" and "Public Park." Players circled the board buying up railroads, collecting money and paying rent. She made up two sets of rules, "**monopolist" and "anti-monopolist**," but her stated goal was to demonstrate the evils of accruing vast sums of wealth at the expense of others. A firebrand against the railroad, steel and oil monopolists of her time, she told a reporter in 1906, "*In a short time, I hope a very short time, men and women will discover that they are poor because Carnegie and Rockefeller, have more than they know what to do with.*"
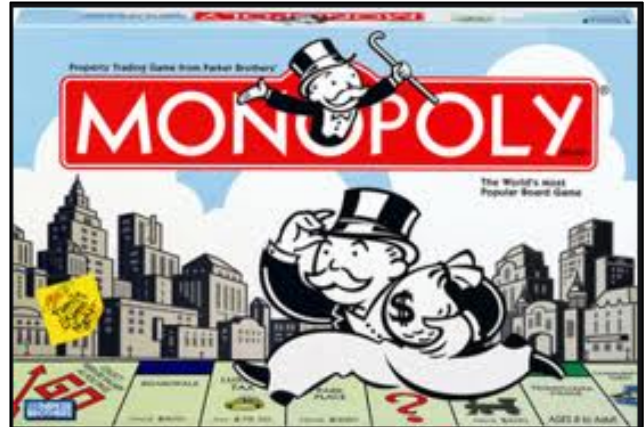
The Landlord's Game was sold for a while by a New York-based publisher, but it spread freely in passed-along homemade versions: among intellectuals along the Eastern Seaboard, writers and radicals like Upton Sinclair.

In the 1930s, at the height of the Great Depression, a down-on-his-luck family man named Charles Darrow was introduced to the game. He adapted it, renamed it Monopoly, and when he sold it to Parker Brothers he became fantastically rich. It was the monopolist version of the game that caught on, with Darrow claiming a version of it as his own and selling it to Parker Brothers. While Darrow made millions and struck an agreement that ensured he would receive royalties, Magie's income for her creation was to be a mere $500.
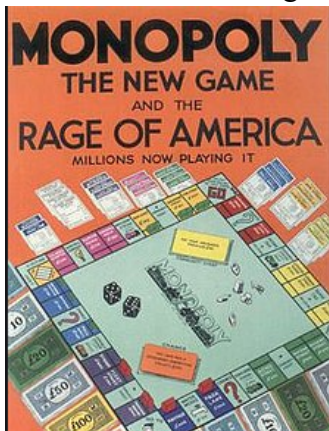
Monopoly became a hit, selling 278,000 copies in its first year and more than 1,750,000 the next. But the game lost its connection to Magie and her critique of American greed, and instead came to mean pretty much the opposite of what she'd hoped. It has taught generations to cheer when someone goes into bankruptcy. It has become a staple of pop culture, appearing in everything from One Flew Over the Cuckoo's Nest and "Gossip Girl" to "The Sopranos." You can play it on your iPhone, win prizes by peeling game stickers off your McDonald's French fries, or collect untold "Banana Bucks" in a movie tie-in version commemorating Universal's Despicable Me 2.

CHARACTERS UNINTENDED INFLUENCE

Archie Bunker

Since the 2016 presidential election, images, memes and stories involving the infamous television character Archie Bunker, the notoriously blunt, occasionally racist patriarch of Norman Lear's iconic 1970s show "All in the Family," have been circulating on the internet and across social media. For many, his reappearance indicates a sad state of affairs when it comes to American politics. To them, Bunker famously embodied the same brand of resentment, anger and misunderstanding that seems to saturate the populace at the expense of rational, sustained dialogue. To others, Archie's image functions as a rallying cry of sorts, one that gave frustrated working-class whites a symbol to identify with and support during the 1970s. The seventies were a difficult time economically for the nation -- Archie included. His foreman jobs were drying up while others seemed to be stepping ahead of him in the proverbial line.

Gordon Gekko is a fictional character who appears as the villain in the popular 1987 Oliver Stone movie "Wall Street" and its 2010 sequel "Wall Street: Money Never Sleeps." The character, a ruthless and wildly wealthy investor and corporate raider, has become a cultural symbol for greed, as epitomized by the famous "Wall Street" quote "Greed is good." Despite the fact that Gordon Gekko was clearly a villain in "Wall Street," many aspiring financiers saw him as a mythical antihero. They adopted the character as a role model of how to survive in the cutthroat culture of investment finances. To counter this image, Michael Douglas worked with the FBI in 2012 to create a documentary exposing inside trading. The actor who played Gekko was concerned that people see the character as a criminal, not a role model.

Jordan Belfort – Wolf of Wall Street

Martin Scorsese's "The Wolf of Wall Street" is abashed and shameless, exciting and exhausting, disgusting and illuminating; it's one of the most entertaining films ever made about loathsome men. This is a reptilian brain movie. This is the first film for producers Riza Aziz and Joey McFarland. They were formerly investment bankers, the bulk of the funding comes from their investors contacts, mostly from the Middle East.

The film skipped over the devastation of those who lost money to Belfort. Turns out Belfort was even more of a jerk than they show in the movie. IIn reality, Belfort ratted out his partner Porush, among others, for a reduced sentence (the two reportedly no longer speak). Belfort later sued the studio for 300 million in a scam to get more $

Media History

MEDIA TIMELINE
Major Events in the History of Mass Communications

This timeline shows the growing importance of mass communication. It is intended to provide an historical perspective of the rapid development of modern media.

3000 B.C. +:   Early Innovations
3300 B. C. Egyptians perfect hieroglyphics 1500
B. C. Semites devise the alphabet;
1000 B. C. Egyptian papyrus, early form of paper
   60 B. C. *Acta Diurna* [Day's Events], forerunner of the newspaper 1041
A. D. Printing by means of separate, movable characters in China
1446 A. D. Johannes Gutenberg introduces moveable type printing press in Germany
1468 A. D. William Caxton produces a book in England with the first printed advertisement 1500s
Printing books and pamphlets increases
1609   First newspapers in Europe
1690   Ben Harris prints 1st Colonial newspaper [*Publick Occurrences*]
1729   Ben Franklin prints money after calling for paper currency [*A Modest Inquiry into the
          Nature and Necessity of a Paper Currency*]
1731   Ben Franklin founds first public library
1732   Poor Richard's Almanack helps create popular culture in America

1800 – 1900: Telegraph Era and the Start of the Industrial Revolution
1821   National magazines [*The Saturday Evening Post*]
1827   First African American newspaper [*Freedom's Journal*]
1828   Sara Josepha Hale, women's magazine pioneer [*Ladies' Magazine*]
1844   First telegraph line set by Samuel Morse
1852   *Uncle Tom's Cabin* becomes the 1st blockbuster in U.S. book publishing
1858   First transatlantic cable
1865   Abraham Lincoln's assassination is reported by telegraph and print 1876
Alexander Graham Bell invents the telephone
1877   Thomas Edison invents the phonograph
1880s Motion Pictures invented by Edison, Dickson, and Eastman
1880s Yellow journalism causes Joseph Pulitzer to establish criteria for journalism and
          literature through the Pulitzer Prize
1885   George Eastman invents photographic film
1894   Guglielmo Marconi invents the radio
1899   Gilbert Grosvenor introduces photographs in *National Geographic*

Early 1900s: Industrial Revolution Era and Golden Ages of Radio, TV, and Movies
1902   *The Tale of Peter Rabbit* series launches small, easy to handle children's books
1905   Robert S. Abbott founds *Chicago Defender*, African-American newspaper
1914   Congress creates the Federal Trade Commission to prevent unfair advertising
1917   Edison, others Patent Trust outlawed by Supreme Court
1920's   Hollywood's "studio system" begins; lasts to late 1950s
1920   1st radio station KDKA
1920s Joseph Maxwell introduces electrical microphones
1923   Henry Luce and Briton Hadden launch *Time*, first newsmagazine
1925   Calvin Coolidge's Inauguration, first on radio
1927   Charles Lindbergh's ticker-tape parade in NYC is filmed on 8mm news reel
1927   *The Jazz Singer*, first talkie
1927   William Paley creates CBS from a 16-affiliate radio network

1927   First TV transmission by Philo Farnsworth
1930-1950 – "Golden age" of radio: NBC Red & Blue (later ABC), CBS
1932   Walt Disney produces first full-color movie [*Flowers and Trees*]
1933   Technicolor film introduces realistic three-color process
1935   Franklin Delano Roosevelt debuts Fireside Chats on radio
1935   George Gallup founds Institute of American Public Opinion
1937   Walt Disney produces the first animated feature [*Snow White*]
1940s Margaret Bourke-White, celebrated photojournalist for (*Life, Time, Fortune*)
1935   Audiotape is developed in Germany
1938   Orson Welles' *War of the Worlds* radio broadcast; widespread panic
1939   TV displayed at N.Y. World's Fair by RCA
1939   Hollywood's Greatest Year: *Gone with the Wind The Wizard of Oz…*
1940s Community antenna television system, early cable
          Digital technology, early Internet technology A. C.
1941   Pearl Harbor attack is reported by radio
1944   First large automatic digital computer is built at Harvard
1946   U.S. movie attendance reaches all time high: 90 million per week
1947   CBS and NBC begin first newscasts
1949   Harry Truman's Inauguration, first televised
1950s Black-and-white television becomes part of the average American home
          First Radio DJs (disc jockey) 1954 Alan Freed coins "Rock 'n Roll")
          Rise of Drive-In movie theaters, 4,000 at peak; 1/3 of all U.S. theaters
1951- 57 Edward R. Murrow's See It Now airs; takes on "red scare" McCarthy
          Edward R. Murrow, pioneers television news
1953   Queen Elizabeth II's Coronation at ushers in the Television Age around the world
          I Love Lucy, 71.7% of viewers watch the episode of Little Ricky's birth
          FCC adopts RCA's color TV system; it's compatible with existing B&W
1954   Walt Disney launches Disneyland TV show and theme park
          Color TV system is approved by the FCC
1955   Dwight David Eisenhower, televises press conference
1956   Elvis Presley receives his first Gold Record (*over 1 million sold*)

1960s: Cold War Decade

1960s Rise of professional books, Rise of FM radio
          Marshall McLuhan writes best sellers on mass media theory
          Stereo recordings and playback equipment is introduced
1960   Nixon/Kennedy 1st Televised presidential debates (Kennedy *wins* TV)
Olympic Games are the first televised
1962   Audio Cassette tapes introduced; rise of portable recorded music
1963   John Kennedy's assassination is reported by television
          Barbara Walters becomes female anchor of the *Today Show*
          Audiocassettes are introduced
1964   The Beatles perform in the U.S. and take rock music global
          Diana Ross & The Supremes pioneer the Motown Sound
1965-73 Vietnam war TV coverage: 1st "living room" war
1966   Telstar I satellite telephone and TV signals
1967   Congress creates the Corporation for Public Broadcasting
1968   Movie studios establish Ratings System and drop Production Code
1969   Tinker v. Des Moines, U. S. Supreme Court decision
          Neil Armstrong's walk on the Moon is televised in color globally
          DOD's ARPAnet, predecessor of the Internet

1970s: Social Issues Decade
1970   NPR (National Public Radio) begins operations (FM 88.1 – 91.9)
            IMAX large format screen system unveiled at Expo '70 in Osaka
1970s TV sitcoms address social issues
1971   Microprocessor is developed enabling personal computers
            New York Times publishes the *Pentagon Papers*
1974   Vinton Cerf and Bob Kahn, "founding fathers" of the Internet 1975
VCRs are introduced
            Spielberg's *Jaws* ushers in wide release pattern, summer blockbusters
            Microsoft launched by Bill Gates & Steve Ballmer in Seattle
1976   Steve Jobs and Steve Wozniak, co-founders of Apple Computer, Inc.
            Cable is broadcast by Ted Turner
1977   VHS-format videocassettes introduced

1980s: Cable Television Decade
1980s Color television replaces black-and-white in American homes
            Hypertext links to Web, Fiber-optic cable introduced
1980   CNN, first 24-hour news station, debuts
            First online newspaper [Columbus Dispatch]
            Iran Hostage crisis first conflict covered by satellite on TV
1981   IBM PC is introduced, MTV debuts
            Prince Charles & Diana's wedding - estimated global TV audience of 750 million
1982   CDs are introduced
1983   *M*A*S*H** finale, 77% of all viewers tune in
            Thriller redefines the concept of music video on MTV
1984   TV's Big 3 (NBC, CBS, ABC) audience peaks at 90%,
             Apple introduces Macintosh: low cost ($2,500)
            The Cosby Show, African-American family sitcom, debuts
1985   1st CGI character in film: *Young Sherlock Holmes*
            Microsoft Windows is launched
1986   MCI Mail, first commercial email service
1987 – 4th TV Network FOX launched; *The Simpsons premieres in 1989*
            FCC drops balanced coverage *Fairness Doctrine*: rise of "talk radio"
            World Wide Web (www) developed by Tim Berners-Lee at CERN
            1st digital video (computer) editing system introduced; Avid

1990s: Rise of the Internet
1990s Rise of talk radio, Rise of independent film
1991   Sir Timothy John Berners-Lee invents the World Wide Web
             Web expands online news and information
1993   Marc Andreessen creates predecessor to Netscape browser
1994   Direct Broadcast Satellite service is launched
1995   *Microsoft Internet Explorer* is launched
            Amazon.com launches online shopping
1996   Telecom Act: allows for monopolies
1997   DVDs replace VHS format
            First news blogs are introduced
1998   MP3 music files introduced
             Google search engine launched by Page & Brin; eBay launched
            J. K. Rowling's *Harry Potter* series sells to a world-wide mass market
1999   DVR's (Digital Video Recorders) introduced; "time shifting" TV begins
             Netflix launched; on demand internet/TV streaming and mail delivery

2000+: Age of Media Convergence

2000s Rise of cell phone use and cellular technology
2000   1st Film color manipulated on computers: O Brother, Where Art Thou?
2001   9/11 Attacks are reported immediately through multimedia
        iPod and MP3 format compressed digital files debut
        Dominance of newspaper chains and media conglomerates
        Instant message services
        XM & Sirius satellite radio services begin operations
2002   TV standard changes to digital. Satellite radio is launched
2003   TiVo, video on demand, debuts
        Facebook social media site launched by Mark Zukerberg at Harvard
        iTunes (digital internet) music store launched by Apple
        Skype VOIP launched (Voice Over Internet Protocol)
2004   24-hour coverage of the Olympic Games from Athens
        Broadband is in half of American homes
        1st all Green Screen film Sky Captain & World of Tomorrow
        Polar Express (shot in motion capture) launches digital 3-D movie trend
        Broadband (speedy fiber optics) reaches over 50% U.S. internet users
2005   YouTube video sharing website launched
        Google Library Book Project, digitization of books
2006   Google Video Pilot Project, digitization of National Archives films
        Citizen journalists record events on cellular cameras and technology
2007   Presidential debates on YouTube
        Apple introduces iPhone ushering in *smart (internet) phone* era
2008   Nielsen, Arbitron ratings introduce (wearable) Portable People Meters
        Sirius and XM satellite radios merge
        Slumdog Millionaire first digitally shot film to win Oscar
2009   Avatar, highest grossing film of all time released
        All US Television now broadcast in digital format HDTV

2010 – Digital Age

2010s – 2nd Golden Age of TV: Breaking Bad, Game of Thrones, Mad Men…
        22% of all Advertising money spent on internet.
        Video streaming is perfected – Netflix becomes essential in homes
2010   iPad introduced by Apple ushering in tablet era
        Music sales drop 50% since 1999 ($14.6b to $7.7b)
2011   Digital music sales exceed physical (CD, tape, LP) sales
2012   Over 50% of movies in U.S. projected digitally (vs. film)
2013   Wolf of Wall Street released only on digital format, not film
2014   92% of all films of 40K screens U.S. theaters are projected digitally
        Average. cost to produce/market Hollywood studio film hits $114 mil.
2015   70% of U.S. movie studio film revenue come from overseas
2018   Sharable Electric scooters introduced
2019   Foldable displays on cell phones. Tik Tok introduced
2020   Coronavirus advances the use of online education


Does Progress = Evolution?
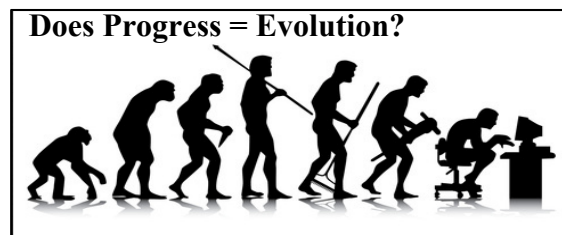
Contributing Historic Factors

The Invention of The Printing Press: 1445

When Gutenberg invented the printing press in 1445, he forever changed the lives of people in Europe and, eventually, all over the world. Previously, bookmaking entailed copying all the words and illustrations by hand. The immediate effect of the printing press was to multiply the output and cut the costs of books. It thus made information available to a much larger segment of the population who were eager for information of any variety. Libraries could now store greater quantities of information at much lower cost. Printing also facilitated the dissemination and preservation of knowledge in standardized form - this was most important in the advance of science, technology and scholarship. Printing provided a **superior basis for scholarship** and prevented the further corruption of texts through hand copying. By giving all scholars the same text to work from, it made progress in critical scholarship and science faster and more reliable. Printing spread new ideas quickly and with greater impact. Printing stimulated the literacy of lay people and **initiated an "information revolution" on par with the Internet today.**

Unexpected Outcomes of the Printing Press

1. Literacy
2. Spread and Growth of Education
3. The Codification rules for languages
4. Demise of Latin and rise of regional languages
5. Protestant Reformation 1517 - 1600
6. **Renaissance** 1350 – 1600
7. **Industrial Revolution** 1700 - 1800
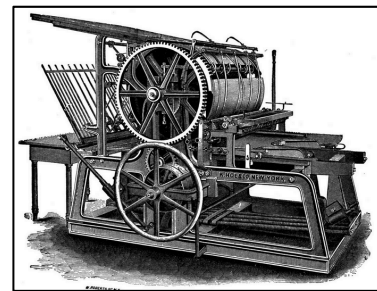
Humanism & The Renaissance – 1500s

In the Renaissance, the educated middle classes, who could now afford books, demanded works in their own languages. Furthermore, readers wanted a greater variety of books. Almanacs, travel books, chivalry romances, and poetry were all published at this time. As the demand for books grew, it produced a more literate populace and a stronger economy. ***Book publishing also became instrumental in promoting the idea of mass production honed in the Industrial Revolution 300 years later***. Books also helped to spread awareness of a new philosophy that emerged when Renaissance scholars known as humanists returned to the works of ancient writers. Previously, scholars had been guided by the teachings of the oppressive Catholic Church. The writings of ancient, pagan Greece and Rome, called the "classics," had been greatly ignored. Humanists learned to read Greek & Latin, seeking out manuscripts that had lain undisturbed for nearly 2,000 years. The humanists rediscovered writings on scientific matters, philosophy and art and initiated an emphasis on studying man, his intellect and life on Earth.

The Industrial Revolution took place from the 18th to 19th centuries, was a period

during which predominantly agrarian, rural societies in Europe and America became industrial and urban. Prior to the Industrial Revolution, which began in Britain in the late 1700s, manufacturing was often done in people's homes, using hand tools or basic machines. Industrialization marked a shift to powered, special-purpose machinery, factories and mass production. The iron and textile industries, along with the development of the steam engine, played central roles in the Industrial Revolution, which also saw improved systems of banking, transportation, and communication. While industrialization brought about an increased volume and variety of manufactured goods and an improved standard of living for some, it also resulted in often grim employment and living conditions for the poor and working classes (most people).

Facts

1. The Industrial Revolution was the **most important thing** to happen in human history since the time when animals and plants were domesticated.
2. Before the IR happened, each generation of people produced a roughly similar amount of products to their predecessors and overall economic wealth was fairly stagnant. After industrialization, production began to grow quickly and continued to grow each year.
3. The IR effectively created a new economic system, known as: **"Capitalism"**
4. There were many <u>disserves</u> to the IR:
   - The pollution and waste blackened cities and reduced lifespans
   - Working practices became more regimented with long hours for workers
   - Work became more repetitive, and sometimes dangerous or unhealthy
   - Craftsmanship declined in favor of efficiency and mass production
   - The family unit was disrupted by men heading off to miserable work

World Population

Population Growth
1. 14AD   - 250,000
2. 1600 - .5 billion
3. 1804 – 1 billion – IR
4. 1927 – 2 billion
5. 1960 – 3 billion
6. 1988 - 5 billion
7. 2000 - 6 billion
8. 2020 – 7.8 billion

Most Populous Countries
1. China   14 billion
2. India   1.3 billion
3. USA   329 million
4. Indonesia   267 million
5. Pakistan   233 million
10. Mexico   128 million

US Fertility Rate
1950 – 1 woman / 5 children
2000 – 1 woman / 2.5 children
2020 – 1 woman / 1.77 children
Replacement level fertility = 2.1
Euro Union = 1.55   Japan = 1.43

World Population
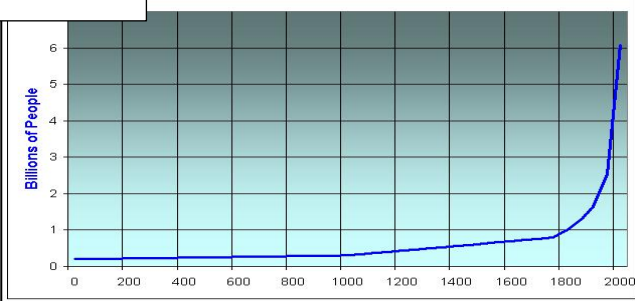
Overpopulation is an undesirable condition where the number of existing human population exceeds the carrying capacity of Earth. Overpopulation is caused by number of factors. Reduced mortality rate, better medical facilities, depletion of precious resources are few of the causes which results in overpopulation. Growing advances in technology with each coming year has affected humanity in many ways. One of these has been the ability to save lives and create better medical treatment for all. A direct result of this has been increased lifespan and the growth of the population. In the past fifty or so years, the growth of population has boomed and has turned into overpopulation.

The Book That Incited Worldwide Fear of Overpopulation
'The Population Bomb' made dire predictions—and triggered a wave of repression around the world. The first sentence set the tone: "The battle to feed all of humanity is over." And humanity had lost. In the 1970s, the book promised, "hundreds of millions of people are going to starve to death." No matter what people do, "nothing can prevent a substantial increase in the world death rate."
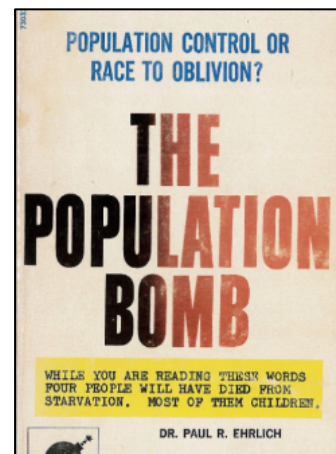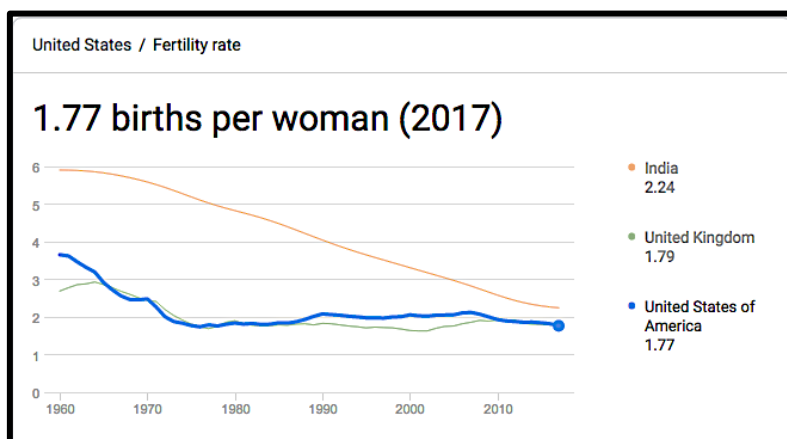
Underpopulation is usually defined as a state in which a country's population has declined too much to support its current economic system. The birthrate is too low to support the elderly population. There won't be enough working age earners to support the tax base.

Declining Fertility Rates
The United States was among the first modern nations to see a steady, large-scale fertility decline. In 1800, the average American had seven kids. By 1900, that figure was 3.5. According to the US Census Bureau, 83 countries and territories are now thought to experience below-replacement fertility. Those places encompass nearly 2.7 billion people — roughly 44% of the world's total population. Today's global march toward smaller families flies in the face of many prevailing assumptions about when rapid fertility decline can and cannot occur.

Why the Population Decline?
What accounts for the worldwide plunge in fertility? The honest answer is that nobody really knows — at least, with any degree of confidence. While causes might be uncertain, results are quite predictable. Global population growth will decelerate markedly over the coming generation. By current projections, in fact, slightly fewer babies will be born worldwide in the year 2025 than at any point over the previous four decades.

United States / Fertility rate

1.77 births per woman (2017)

India 2.24

United Kingdom 1.79

United States of America 1.77

Thanks to extreme birth dearth, depopulation is now imminent for both Europe and Japan. In Europe, immigration must nearly quadruple — to an average of almost 4 million net entrants a year — to prevent a decline in the size of the 15-to-64-year-old "working age" population over the next 50 years. In Japan, where net immigration approximates zero, more than 600,000 newcomers a year will be needed to keep the working age population from shrinking.

Will these territories opt for indefinite decline — or for ethnic transformation'? Given the arithmetic, they have no other options. Low and decreasing fertility levels will accelerate the tempo of social aging, the second great demographic trend of the coming era.
We all know about the coming pensioner problem in Western countries — but Western countries are rich. Many of today's developing countries, by contrast, will become "gray" before they become "rich." One of the most arresting cases of population aging is now set to unfold in China. Between 2000 and 2025, China's median age will soar — in fact, it may exceed America's within 25 years. By 2025, roughly 200 million Chinese will be 65 or older. Caring for China's elderly will inexorably become a domestic, and global, political issue — for nothing remotely resembling a national pension system is yet in place in that country.

Laws, however, can work only at the margins. All adults must make decisions about reproduction, and those decisions feel important, but they are very difficult for leaders to police or influence.

Significant Events in Telecom History

1934 Communications Act forms FCC, the Federal Communications Commission

1949 The Fairness Doctrine of the United States FCC, was a policy that required broadcasters to both present controversial issues of public importance and to do so in a manner that was—in the FCC's view—honest, equitable, and balanced.

1964 The Great Society was an ambitious series of policy initiatives, legislation and programs spearheaded by President Lyndon B. Johnson with the main goals of ending poverty and inequality, reducing crime, and improving the environment.

1971 The Powell Memo galvanizes corporate interests to exert political power over government and stem the tide of regulation over toxic business practices

1970s Washington DC begins to swell with corporate lobbyist, right wing think tanks

1973 Nixon White house draws up plans for a News Network to present right wing views

1977 GE and other major corporations begin off shoring jobs to save money & bust unions

1981 President Reagan fires striking Air traffic Controllers signaling a tougher approach

1987 The FCC revoked the Fairness Doctrine allowing broadcaster to present opinion without dissent. Broadcasters were no longer required to present info in the 'public interest'

1996 Federal Communications Act of 1996. The first major overhaul of Communications policy on the eve of the internet revolution. Bill was largely written by the very corporations that stood to profit from the changes. The airwaves and their enormous profits were given away and led to the consolidation of the Telecom industry in a few corporate hands

1996 Fox News begins broadcasts

2000 AOL/Time Warner merge in 165 billion deal - Comcast acquires AT&T Broadband

2004 Janet Jackson Superbowl halftime controversy (Nipplegate) leads to a crackdown on indecency and all live TV being on 5 second delay as to 'prevent' future incidents

2005 Broadcast Decency Enforcement Act, stiffened penalties for violation of FCC rules

2010 Citizens United decision in Supreme Court equates money with speech and opens flood gates to corporate donations to politicians.

2016-20 Corporate mergers flourish: AT&T / Time Warner, Viacom acquires CBS Corp, Disney acquires 20th Century Fox, T-Mobile/Sprint Merger - Reducing Telecomm to 3 firms

2017 FCC ends Net Neutrality, eliminating equal access to the internet. Trump Administration signals a hands-off approach to regulation and business practices. Mergers result

2020 Covid 19 Pandemic drives up the value of online businesses and content providers

The Powell Memo: A Call-to-Arms for Corporations

American Corporations were used to having their way throughout US history. Then, starting in 1960s, employers faced a series of surprising defeats. The liberalism of the Great Society had surprising political momentum. "From 1969 to 1972," "virtually the entire American business community experienced a series of political setbacks without parallel in the postwar period." In particular, Washington undertook a vast expansion of its regulatory power, introducing tough and extensive restrictions and requirements on business in areas from the environment to occupational safety to consumer protection.

In corporate circles, this pronounced and sustained shift was met with disbelief and then alarm. By 1971, **future Supreme Court justice Lewis Powell** felt compelled to assert, in a memo that was to help galvanize business circles, that the "American economic system is under broad attack." This attack, Powell maintained, required mobilization for political combat: "Business must learn the lesson . . . that political power is necessary; that such power must be assiduously cultivated; and that when necessary, it must be used aggressively and with determination." Moreover, Powell stressed, the critical ingredient for success would be organization: "Strength lies in organization, in careful long-range planning and implementation, in consistency of action over an indefinite period of years, in the scale of financing available only through joint effort, and in the political power available only through united action and national organizations."

Businessmen of the World, Unite!
The organizational counterattack of business in the 1970s was swift and sweeping. The number of corporations with public affairs offices in Washington grew from 100 in 1968 to over 500 in 1978. In 1971, only 175 firms had registered lobbyists in Washington, but by 1982, nearly 2,500 did. The number of corporate PACs increased from under 300 in 1976 to over 1,200 by the middle of 1980. On every dimension of corporate political activity, the numbers reveal a dramatic, rapid mobilization of business resources in the mid-1970s.

Corporate leaders became advocates not just for the narrow interests of their firms but also for the shared interests of business as a whole.

Excerpts from Powell Memo
"A significant first step by individual corporations could well be the designation of an executive vice president whose responsibility is to counter the attack on the enterprise system through the broadcast medium. The public relations department could be one of the foundations assigned to this executive, along with other public outreach programs

Reaching the campus and the secondary schools is vital for the long-term. Reaching the public generally may be more important for the shorter term. The first essential is to establish the staffs of eminent scholars, writers and speakers, who will do the thinking, the analysis, the writing and the speaking. It will also be essential to have staff personnel who are thoroughly familiar with the media, and how most effectively to communicate with the public. Among the more obvious means are the following:

> The national television networks should be monitored in the same way that textbooks should be kept under constant surveillance. Equal time should be demanded when appropriate. Effort should be made to see that the forum-type programs (the Today Show, Meet the Press, etc.) afford at least as much opportunity for supporters of the American system to participate as these programs do for those who attack it."

TELEVISION – A HISTORY

Television was never one person's vision -- as early as the 1820s, the idea began to germinate. Certainly by 1880, when a speculative article appeared in The Scientific American magazine, the concept of a working television system began to spread on an international scale. At the dawn of the twentieth century, there were a few American laboratories leading the way: Bell, RCA, and GE. It wasn't until 1927, when 21-year-old Philo Farnsworth, beat everyone to the punch by producing the first electronic television picture. This historic breakthrough catapulted him into a decades-long patent battle against major corporations, including RCA and CBS. The battle took its toll on everyone and RCA's David Sarnoff brilliantly marketed this invention to the public and became known as the father of television - while Philo Farnsworth died in relative obscurity.

TV FACTS
- Super Bowl XLIX Was Most-Watched Show in U.S. Television History
- 92% of all U.S. households own a VCR or DVD player in 2015…Now?
- 99% of US households had at least one TV. The number: 2.3 TV sets
- More than ONE BILLION TV-sets have been sold worldwide.
- 66% of children surveyed say that their peers are influenced by TV
- The average American youth spends 1,023 hrs/year watching TV and 900 hrs. in school

A Brief History of Television: A Timeline
- 1945: Only 7,000 working TV sets in the country with only nine stations on the air; 4 in New York, 2 each in Chicago, Los Angeles, & Philadelphia.
- 1946: The Blue Network, part of NBC, becomes ABC due to the FCC pressuring RCA to divest itself of one of its 2 networks. Joe Louis v. Billy Conn fight in Yankee stadium airs to an audience of 150,000 watching 5,000 sets. Many people see TV for the first time.
- 1947: "Howdy Doody," a children's show, premieres live on NBC, remaining on the air until 1960. NBC also debuts "Meet the Press," which goes on to become TV's oldest series.
- 1948: "The Ed Sullivan Show" premieres. Advertising begins to grow and accept the medium; 933 sponsors purchase airtime, a rise of 515% over 1947. FCC issues 108 licenses for new stations. The earliest cable systems are born.
- 1949: FCC adopts the Fairness Doctrine, which ensures the seeking out and presenting of all sides of an issue while covering a controversial subject.
- 1951: "I Love Lucy," a TV sitcom, is born. Is #1 and a staple in many households
- 1952: National Association of Radio and Television Broadcasters establishes the Television Code. This sets up guidelines for content, most applying to advertisers. Protests arise, and a House subcommittee investigates "offensive" TV programs.
- 1953: Color broadcasting arrives in the US when the FCC approves a new RCA system.
- 1954: NBC launches "The Tonight Show." Plans are made for the TV Advertising Bureau. Edward R Morrow and his, See It Now, associates went on the air to denounce Red Baiter Senator Joe McCarthy in a historic broadcast that helped undermine the criminal Senator
- 1955: "Gunsmoke", a classic Western series, begins its 20-year run on CBS.

- 1956: Videotape is introduced and live TV begins to fade away
- 1957: "The Ed Sullivan Show" is the most watched program, with 50.4 audience rating.1958: There are 525 cable TV systems serving 450,000 subscribers in the US. Videotape catches on. Ad expenditures reach the $2 billion mark.
- **1960: First debate between John F. Kennedy and Richard Nixon is broadcasted greatly affecting the outcome of the 1960 general election. Kennedy looked much better on TV and won the woman's vote. Nixon won the radio listeners.**
- 1963: Dr. Martin Luther King Jr. delivers his "I have a dream" speech as millions watch. Pres. Kennedy is shot & TV coverage grips the nation. TV surpasses newspapers as an info source
- **1964: Lyndon Johnson uses "Daisy" ad and begins negative political advertising.** FCC issues first cable regulation. 73 million viewers tune in to see The Beatles play on Ed Sullivan
- 1965: NBC leads in color television broadcasting at a 96% rate. Other networks follow
- 1968: 11.4 million new TV's are made, up from the 5.7 million in 1960.
- 1969: "Sesame Street" launches. Neil Armstrong takes his first step on the moon as millions watch to view history. Fairness Doctrine now applies to anti-smoking campaigns.
- 1970: FCC enacts the Financial Interest Syndication Rules, which prohibits the three major networks from owning and controlling the rebroadcast of primetime shows.
- 1971: Ads are now 30 seconds long rather than 60 seconds. "All In The Family" debuts, while "The Ed Sullivan Show" ends after 23 seasons.
- 1977: ABC airs "Roots." Gross TV advertising revenues rise to $7.5 billion.
- 1979: ESPN debuts, reaching more than 57 million households. MTV debuts
- 1983: Final episode of "M*A*S*H" draws largest audience of TV history. 125 million homes
- 1984: Apple's "1984" ad airs at the Super Bowl, launching the event as major ad showcase
- 1986: Telemundo is launched.
- 1988: VCR's begin reach 60% of all households.
- 1989: Time Inc. and Warner Communications make a $14 billion merger. Fox's TV network earns $33 million in profits. "The Simpsons" becomes a hit.
- 1990: Children's Television Act limits ad time & commercialization in children's TV programs
- 1993: 98% of US households own a TV set, 64% own more than one. After 11 years, "Cheers" ends and attracts 93.1 million viewers.
- 1994: Winter Olympics breaks ratings records, becoming the most-watched event in TV history: 204 million viewers. 95 million viewers view some part of OJ Simpson's road chase
- 1996: Digital satellites hit the market.
- 2000: DVD's are launched. AOL and Time Warner merge.
- 2004: DVD's outsell VCR's.
- 2005: Flat screen TV's and HDTV take the nation by storm. They quickly become the most desired TV's while large heavy cathode ray boxes are quickly dumped
- 2006: Flat screen TV's become larger and less expensive. Blue-Ray DVD's are released.
- 2007: Analog TV's become obsolete. By 2009 all sets must be digital.
- 2009: Hi-def takes over. HDMI digital outputs become the staple of connecting everything, making multiple cables pointless.
- 2010: 3D movies and 3D television sets arrive.

According to the American Psychiatric Association: *"The debate is over… For the last three decades, the one predominant finding in research on the mass media is that exposure to media portrayals of violence increases aggressive behavior in children."*

The State of Television since 2010 & streaming

The rise of mobile video consumption, 'cord cutting' and streaming services have led many to claim that TV, as a device in the home, is dead. Despite this, the sales of televisions and connected devices – including the new Apple TV – increased significantly in 2015, and data shows us that this trend is set to continue into 2016 and beyond.

"The digital revolution is far more significant than the invention of writing or even of printing." ~Douglas Engelbart

A Brief History of Television

Since the mid 1940s, TV has captivated and engaged audiences. From several hours of programming per week to thousands of hours of content per day, it rapidly replaced radio as the primary source of entertainment in the home. With the invention of satellite cable, viewers had the freedom to explore content from around the world. Broadcasters established themselves as tastemakers, using scheduling patterns and linear programming to curate content and help viewers discover new shows.

In 2005, Virgin launched the UK's first mainstream video-on-demand service. On demand content and the widespread adoption time shifting meant that for the first time, viewers had complete control over what they wanted to watch and when they wanted to watch it. Fast-forward to 2016, and millennial viewers want even more control over how they consume content. Audiences are ditching their expensive cable packages in favor of cheaper, more flexible streaming services such as Netflix or Hulu.

But for consumers, greater choice and flexibility isn't all roses. TV shows once broadcast on channels and accessed via a single cable subscription are now spread across several services, each with their own costs. You want to watch Netflix's Orange Is the New Black and HBO's Girls? That's two shows, two services, and two monthly fees, thank you very much.

To access these services, viewers either need a smart TV, connected device, or game console. They need a high speed internet connection and in extreme cases, an ISP that supports streaming at no additional cost. This means people are spending money on new technology in the name of saving money in the long run.

What's the state of TV? ~ *The Guardian.com*

Well, it turns out that everything we've been assuming about the ascendency of streaming video and binge-watching television shows is right on the money. More people are willing to watch multiple episodes and shut themselves in their houses and order out than ever before, with 70% of viewers admitting to binge-watching.

This statistic was revealed in the 10th annual Digital Democracy Survey by the media gurus at consultancy firm Deloitte, who looked at how and where people are watching television. Their findings pointed out a lot of things we could ascertain through common sense, but the speed at which people are flocking away from linear television toward an all-on-demand-all-the-time model is faster than anyone could have guessed.

"I thought they were pulling my leg when they said that one of these days, pictures are going to be flying through the air – you'll be able to see radio" ~Hal Kanter, Comedy Writer

Here are their top 5 findings.

1. The age of the binge is upon us

Thanks to Netflix everyone is bingeing. As stated, 70% of people have binged television in the past year and 31% of people binge-watch on a weekly basis. The top reason respondents gave is because they like to watch what they want when they want and without commercials. The average number of episodes per sitting is five.

2. The streaming wars have only just begun

A majority of Americans now pay for a streaming service. 60% of people subscribe to at least one service such as Netflix, Hulu or Amazon Prime. What's surprising is how streaming dominates with younger viewers, which are the future of the medium. Those aged 26-32 have an average of three streaming subscriptions and 75% of 14-25 year-olds spend more time watching streaming services than linear television.

3. The show is the most important thing

While we know 53% of viewers binge-watch dramas, we don't know the specifics of what kinds of shows they are bingeing on. it seems people are seeking out series more than they have in the past. Conventionally mediocre shows could get by thanks to the network they were on or their time slot. That is no longer the case. With so many channels and so much available on demand, viewers seem to be seeking individual programs.

4. Cable TV is finally dying

Americans have begun rejecting traditional cable -- both the wired and satellite versions -- in record numbers. The industry dropped nearly 1.6 million customers in 2018, and more than triple that, 4.9 million, in 2019, according to data from Leichtman Research Group. Older generations are slower to do so while younger generations never even get cable.

Cable TV Viewership
Cable news median prime-time viewership

Source: Nielsen Media Research, used under license
PEW RESEARCH CENTER

5. No one is watching TV on TV

One third of people and 65% millennials watch their shows on something other than a television set, whether that's a mobile phone, a tablet or a laptop. When asked to rank the most essential piece of electronic equipment in their homes, **TVs came in fourth behind mobile phones, laptops and desktops.** These days it seems a screen is a screen is a screen. In fact, most people are watching more than one screen at a time. Ninety percent of people said when they watch TV they are multi-tasking – usually checking email, toying with social media, playing video games or sending text messages.
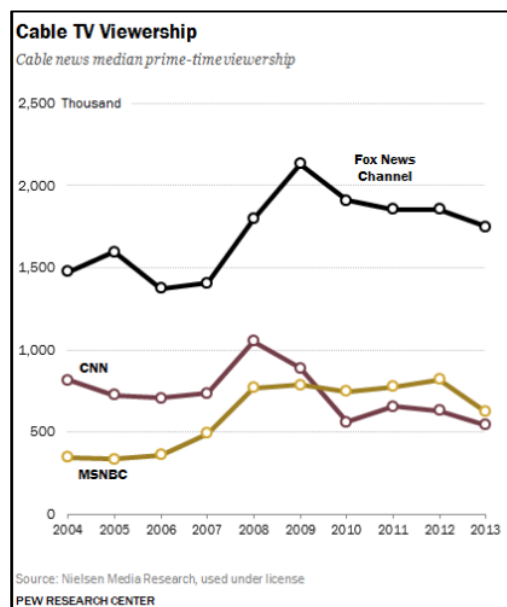
"Television is the next best thing to actually living" Futurama

TRENDS in Television Viewing   ~ *businessinsider.com*

Netflix is going after the traditional networks — and they're firing back hard.
Netflix came under fire for refusing to release its show ratings and therefore standing on an uneven playing field. NBC shocked the room of reporters when its research exec released what he believes to be close approximations of Netflix's ratings. He named "Jessica Jones" as its No. 1 show with 4.8 million viewers in the advertiser-coveted 18- to 49-year-old demographic. The point was to prove that traditional broadcasts aren't being out-watched

Music is the next ratings goldmine.
Fox is the latest network to get into the musical TV trend with "Grease Live." It will follow that with Trisha Yearwood starring in "The Passion," and "Rocky Horror Picture Show.". Showtime's Cameron Crowe-produced drama "Roadies" follows the lives of the crew behind a rock tour. HBO teamed Mick Jagger & Martin Scorsese on "Vinyl." And Amazon's "Mozart in the Jungle," just won a Golden Globe

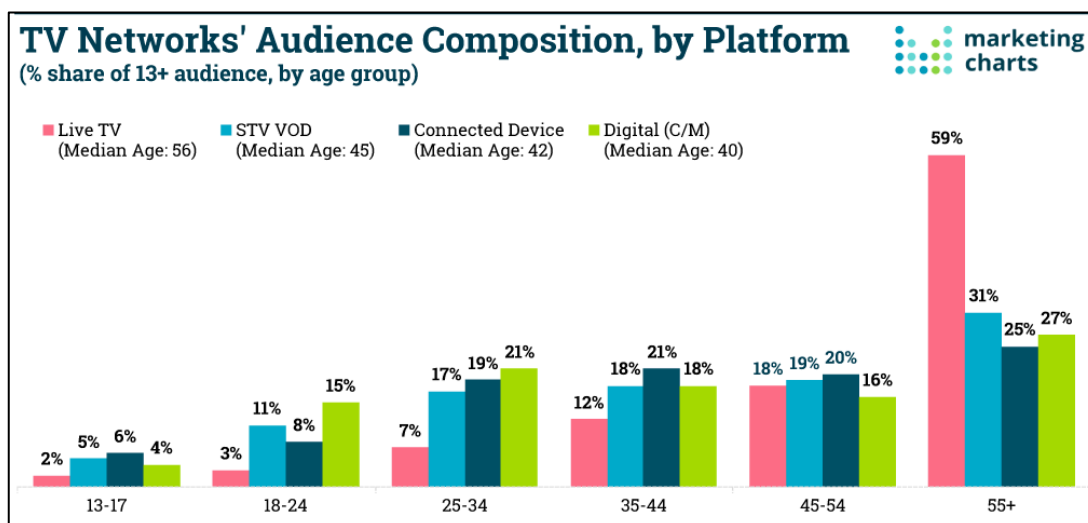**Live audience ratings are no longer the gold standard.**
Fox, which became the first broadcast network to end reporting of its live ratings, made a big presentation of the rise its shows received in delayed viewership. It reiterated that its renewal/cancellation decisions aren't based on live ratings anymore and pointed out that recently renewed "Scream Queens," for example, had a 167% boost in viewers across platforms like DVR, online, and streaming.

"Making a Murderer" clones are coming in full force.
The truth is TV is undergoing true-crime mania right now that has nothing to do with "Making a Murderer". It probably has more to do with the viral success of last year's "Serial" podcast and HBO's "The Jinx." Examples include "Mindhunter" and "Narcos"

More diversity is finally coming to TV — but slowly.
TV networks and producers are patting themselves on the back for saying they would create more diverse programming over the years and then doing it. ABC led the charge with "Black-ish," "Fresh Off the Boat," and "Scandal," ABC also announced that the next star of "The Bachelorette" won't be white

TV Networks' Audience Composition, by Platform
(% share of 13+ audience, by age group)

Legend: Live TV (Median Age: 56), STV VOD (Median Age: 45), Connected Device (Median Age: 42), Digital (C/M) (Median Age: 40)

Age group	Live TV	STV VOD	Connected Device	Digital (C/M)
13-17	2%	5%	6%	4%
18-24	3%	11%	8%	15%
25-34	7%	17%	19%	21%
35-44	12%	18%	21%	18%
45-54	18%	19%	20%	16%
55+	59%	31%	25%	27%

FINDINGS ON TV & SOCIETY

Too much TV in childhood takes its toll as a teen

A recent study looked into the long-term effects of watching too much television as a toddler. Somewhat surprisingly, the impact could be measured in the children's dietary habits, weight, and behavior as teenagers. Paradoxically, in this fast-paced modern world we live in, humans are more and more inclined to sit for long periods of time staring at screens. This shift in habits is considered by many to have a negative impact on our children. Though most parents try to limit the amount of screen time that their children have, the ever-growing number of screens per household is making it more and more challenging. For instance, around 1 in 3 infants in the USA have a television in their bedroom, and nearly half of all children watch television or DVDs for 2 hours each day.
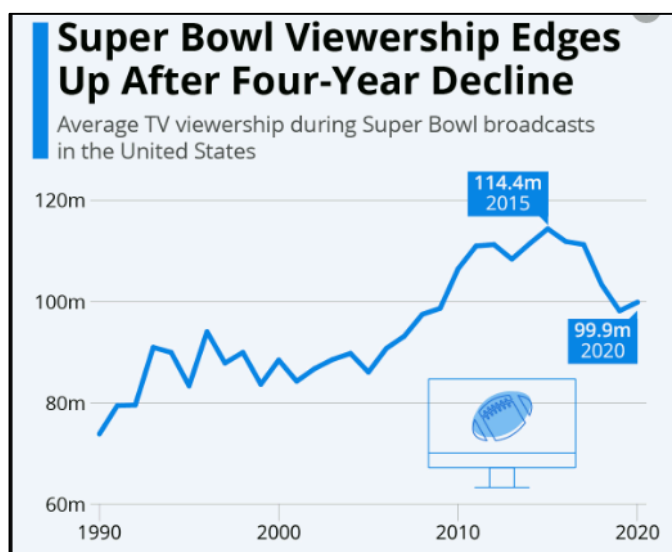
Screen time and negative outcomes

Evidence is mounting that screen time has a negative impact on children as they develop. Because watching TV is sedentary both physically and mentally, connectivity may be disturbed in the rapidly developing toddler brain. Also, it has the potential to set up negative habits for later life — choosing easier, less demanding activities over physically or mentally challenging pastimes, for example. Studies have revealed that increased screen time for toddlers and kindergarten children increases the risk of having a higher body mass index and waist circumference as they enter the first grade. Other studies have found that waist circumference and physical fitness are adversely impacted as children enter fourth grade. Off the back of these findings, in October 2016, the American Academy of Pediatrics reduced the guidelines for television viewing in children aged 2–5 years to no more than 1 hour per day

Although there is little debate that excess television viewing has unfavorable health consequences, the impact of early TV viewing on behavior as the child enters their teens is less known. It was this direction that a team of Canadian researchers recently took. In particular, they were interested in lifestyle outcomes, such as school performance and dietary choices.

Early TV viewing's effect on teens

Each additional hour of TV viewing at the age of 2 predicted significantly worse eating habits at the age of 13. They consumed more prepared meats and cold cuts, French fries, white bread, soft and fruit-flavored drinks, sports and energy drinks, sweet or salty snacks, and desserts. In total, almost 2,000 boys and girls born in Quebec in 1997–1998 were involved in the study. The children had been followed from the age of 5 months. Parents reported TV habits as they grew, then, when the children reached the age of 13, they self-reported dietary habits and behavior at school.

Super Bowl Viewership Edges Up After Four-Year Decline

Average TV viewership during Super Bowl broadcasts in the United States

114.4m 2015

99.9m 2020

COMMENTARY ON TELEVISION

In his 1995 book *Abandoned In The Wasteland*, former FCC Chairman Newton Minow lamented how Americans have passively let television take over their homes and become the centerpiece of children's lives:

> *"In the 1930s and 40s, television's creators expressed their hope that the new medium would be the greatest instrument of enlightenment ever invented, a blessing to future generations. They were wrong. No other major democratic nation in the world has so willingly turned its children over to mercenary strangers this way. No other democratic nation has so willingly converted its children into markets for commercial gain and ignored their moral, intellectual, and social development."*

Minow's bitterness stems from the realization that television does nothing to serve the public interest or the greater good of our nation. Instead, TV is simply a video advertising display that panders to the lowest common standard in an effort to sell products for private commercial gain. Producers at TV networks are interested in making money, not upholding moral values or curing social injustices. Television treats its viewers as receptacles for commercial and consumer messages to increase the profits of the corporations involved. For example, decades of sedentary TV watching have turned citizens of the USA into the fattest people on earth. In most states, between 25% and 30% of the population is obese.

> *"Consumerism cultivates a similar form of desire - the desire to consume more and more goods and services, with the hope that someday we'll reach ultimate satisfaction. "We never will, of course. We will always remain wanting, because what we want in the end - what consumers are implicitly taught to want - is not things, but social distinction. A Jaguar is as much a class symbol as it is a car. Same for an Ivy League education or record collection.*

Commentary: TV news vs. entertainment
Blurred lines doing damage to journalists' credibility

Entertainment and exaggeration are defining characteristics of much of American news media coverage, especially television. Americans like and expect news to be packaged as entertainment. Much of the coverage and commentary we get reflects this. Likewise, those who tend to exaggerate or engage in extreme points of view are often the ones who get noticed by the TV producers. Then there are the so-called experts, talking heads who are repeatedly called upon even though they often spout misinformation.

Virus Outbreak Gives TV Ratings a Boost

Ratings for selected weekly network television shows between Feb 24 and March 15, 2020 (in million viewers)

Week starting Feb 24 / Week starting March 2 / Week starting March 9
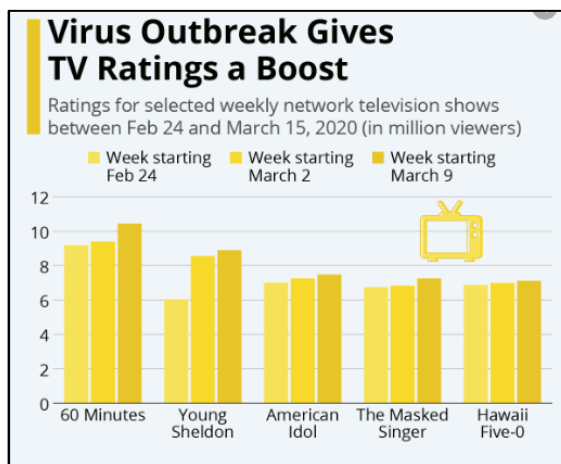
Television or Democracy?

Al Gore suggests that we cannot have both. "Television is American politics." Theodore White
Among the questions raised by Al Gore in this mindful book on the Bush Administration's assault on reason, truth, and civil liberties is this: Should TV be abolished? We can have television or we can have democracy. The evidence Gore adduces suggests that we cannot have both. Democracy depends on reason and a well-informed citizenry; television on the sub-rational manipulation of wants. TV not only treats citizens as consumers; it corrupts politics. Politicians sell out to organized money to pay for TV ads.

Americans watch television 4 hours and 30 minutes a day—90 minutes more than the world average. According to a study in this month's *Archives of Pediatrics and Adolescent Medicine*, the habit starts at birth: 40% of three-month-olds are regular TV viewers, and 90% of two-year-olds watch an average of 90 minutes a day. As the "empire of television" has colonized more and more of our waking hours, so has civic ignorance. One survey found that after a recent election only 4% could name both candidates in their congressional district. Only 43% of Americans can name a justice of the U.S. Supreme Court. A 2006 poll revealed that "more than a third of the respondents believed the executive branch has the final say on all issues and can override the legislative and judicial branches." If you ask a college student where the line "we hold these truths to be self-evident…" comes from, odds are he or she won't know. A terrifying 35% of high school students believe the First Amendment "goes too far in the rights it guarantees." Television is not the only cause of civic ignorance, just the greatest one.

The corporate, centralized, top-down, one-way, flow of information from television not only models authoritarianism, habituating Americans to what Tocqueville called "soft despotism"; it makes democracy vulnerable to infections of fear. "If it bleeds, it leads" is the mantra of local news." (To which, Gore comments, "some disheartened journalists add, 'If it thinks, it stinks.'")

In the chapter, "The Politics of Fear," Gore cites brain research showing that moving images on television trigger primitive adaptive behaviors, inducing a trance-like state that "immobilizes viewers." "It's almost as though we have a receptor for television in our brains," he writes. Into that receptor, George Bush and later, Donald J Trump, poured vials of fear.

The Bush administration's propaganda campaign for war with Iraq could not have been put over in print because "the parts of the human brain that are central to the reasoning process are continually activated by the very act of reading words"; the selling of an unnecessary war needed the fear-inducing "vividness" of TV, which can "trigger instinctual responses similar to those triggered by reality itself—and without being modulated by logic, reason, and reflective thought." Bush terrorized the American public into war with lies about Iraq's nuclear threat to America. For this reason, "George W. Bush reminds me more of Nixon than any other president." The Nixon who once said: "People react to fear, not love. They don't teach that in Sunday school, but it's true."

TELEVISION IS DEMOCRACY AT ITS UGLIEST

PADDY CHAYEFSKY
PICTUREQUOTES.com

Television Stories

A feature film's job is to send you out of the theater on a high in 90 minutes. Television's job is to keep you glued to the television for your entire life.

This does not entail making stories any less circular (TV circles are so circular they're sometimes irritatingly predictable). It just means that the focus of steps 1-8 is less riling-things-up and more getting-things-back-to-where-they-started.

Movies can afford to blow up the Death Star at the end. In a sitcom version of Star Wars, however, the protagonist would be a desk clerk working in the hangar bay at Rebel headquarters. In a dramatic series, he'd be an X-wing pilot constantly making raids on the Death Star. But note that in both the sitcom and dramatic TV version, the Death Star stays. If not, the show would end.

The pilot episode of a TV show usually tells the story of a person entering a new situation. New job, new marriage, divorce, just got out of college, started spinning cities, sainting elsewheres or willing graces. In the pilot of the new series: "Happy Family," the baby boomer husband and wife realize, for the first time, that no matter how old your kids get, they never stop being your kids. The "new" situation can be as simple as that, a realization, a theme, the thing that your show is about.

In a larger scope, a TV pilot is giving us 1-4, then encouraging us to tune in and watch 5 for the rest of time. But that's looking at the entire run of the show as a single story. Within the scope of an individual episode, pilot or not, you still have to run a full circle:

1. I notice a small problem,
2. and make a major decision.
3. this changes things
4. to some satisfaction, but
5. there are consequences
6. that must be undone
7. and I must admit the futility of change.
8. Show ends with status quo restored

The characters must start in the ordinary situation, descend into a new situation, adapt to it, become native to it, pay the price and then flock back to basics having "changed." Uninspiring? Yes, but the joy of TV is in the moment. TV isn't selling revolution, it's selling a hygienic, relatable substitution for your own filthy, unmarketable humanity. The stories are just killing time while the voices and faces wear a groove in your brain and the commercials do their hard, hard work.

The Narrative Format That's Taking Television By Storm

A miniseries is exactly what it says on the packet: a short, closed-ended series that plays like an extended movie. Generally, they are around six episodes long, with each episode sitting around the 45 minute to an hour mark. It's nothing new, stylistically speaking — its roots can be traced back to 1920's radio — but the miniseries has come back into fashion with a bang after a couple of decades of unpopularity.

"Television has brought back murder into the home - where it belongs." ~Alfred Hitchcock

Class Dismissed: How TV Frames the Working Class

It's almost taken for granted that television doesn't accurately reflect how we live, but it's not always easy to articulate how it distorts the real world. Class Dismissed: How TV Frames The Working Class is a useful examination of the ways the Tube deceives us. Made in 2005 by Pepi Leistyna of the University of Massachusetts. It only discusses American television, but the trends are recognizable elsewhere.

To follow the film, you have to tune in to the definitions of 'class' used. When its talking heads refer to the 'working class' they use the narrower meaning of people with low incomes, little power and less "cultural capital". This is contrasted with 'middle-class' people. The 'middle class' is living the American Dream of gleaming affluence and clean-cut leisure.

According to Leistyna, 'middle class' characters on television are depicted as empowered, independent and sassy because the social and economic forces which often prevent these traits are downplayed. These characters only need to struggle against aspects of their personality which might stop them living the American Dream. Television makers are less interested in showing issues relating to wider social forces or being dealt with collectively. Rarely do characters succeed by working together on TV. Indeed collaborations invariably lead to drama on Television.

So, TV tells us how we should define success and this is to be achieved individually, rather than through political action. Leistyna gives another example of how 'middle-class' culture is shown on television in ways which hide wider problems: if a television show depicts a well-off black family, then this disguises the real inequalities that exist between communities. If challenged TV executives might reply, that minorities can be shown in a positive way to challenge stereotypes and to improve how they are represented. However, Leistyna would reply that television only depicts successful characters from minority groups in ways compatible with 'middle class' values. He's saying that television tolerates minorities as long as they are living that American Dream.

This depiction of those who have 'made it' differs from how 'working-class' people are presented on television. When a 'middle-class' character makes a mistake, it's seen as an aberration from the confident, successful person they should be. When a 'working-class' character makes a mistake, it's because that's just what they're like. A list of characteristics associated with 'working-class' people on television: bad taste, lack of intelligence, reactionary politics, poor work ethic and dysfunctional family values. The 'working class' is portrayed as an underclass of mooks, rednecks and , here to be ripped open on The Jerry Springer Show.

One of Leistyna's arguments could be boiled down to saying that television reinforces 'middle-class' ideology as an attack on the working class. This is television as propaganda to sell the American Dream and distract us from thinking about how capitalism really works. While his argument has merit, it would be more accurate to say that the mindset Leistyna associates with a 'middle class' is just mainstream capitalist ideology. 'Middle-class' people are also alienated and exploited within capitalism, even if they don't always have the same pressures as those lower down the social scale. The film ends by recognizing that changing the ideology presented on television requires changing the society which creates that ideology. And that's something else worth switching off your television for.

△ Santiago Times △

Keeping students informed since the last time they checked their celly

Issue #1   **November 2020**

Facts about Newspapers

1. Around 24 billion newspapers are published around the world every year.
2. Nearly every county seat, and most towns of more than 500 or 1000 population sponsored one or more weekly newspapers.
3. If all our newspaper was recycled, 250,000,000 trees could be saved each year! To produce each week's Sunday newspapers, 500,000 trees must be cut down.

Select History of Newspapers

- **59BC** - By order of Julius Caesar, a daily bulletin of announcements
- was published carved in stone or metal and displayed in public places.
- **2nd** and **3rd** centuries: the Chinese circulated news sheets among court officials.
- **1556** - A forerunner of modern newspapers was the Notizie scritte (written notices) published monthly in Venice. The price was one Venetian coin called a gazetta, which is why the word 'gazette' later came to mean a newspaper.
- **1600s -** The first modern newspapers were products of western European countries like Germany ('Relation' in 1605), France (Gazette in 1631), Belgium (Nieuwe Tijdingen in 1616) and England (the London Gazette, 1665)
- **1690** - The earliest-known American newspaper, *Publick Occurrences Both Forreign and Domestick*, lasted only 1 edition. First published on 9/25 in Boston
- **1846** - The 1st newspaper published by Americans in CA was The Californian, done to announce the Mexican American war, written in both English & Spanish
- **1948 -** Associated Press is formed by 6 newspapers to relay news via telegraph
- **1851 -** Los Angeles's first paper, La Estrella de Los Angeles or The Los Angeles Star, began publishing in May, 1851, also half in Spanish (until 1855).
- **1880s -** Yellow Journalism in America reaches reaches its peak
- **1900 -** Newspapers were a major growth industry in the late 1800's. The number of daily papers grew from 971 to 2226, 1880 to 1900. By 1900 the USA published more than half of the newspapers in the world (two copies per capita)
- **1905** - The OC Register founded as the Santa Ana Daily Register
- **1955 1st** Underground Newspaper: Village Voice in NYC
- **1971** - The Lesbian Tide was 1st American lesbian newspaper
- **1980** - *Columbus Dispatch* is first paper to go online
- **1982** – Postmodern News: USA Today launches ushering in post modern era in which news is modeled after television
- **1995 -** The American Reporter is the first online-only
- newspaper and is owned by its writers
- **2001** – Dominance of Top 10 Newspapers chains. Controlling over half of daily circulation
- **2007 –** Growth in online: most newspapers offer online news service to customers
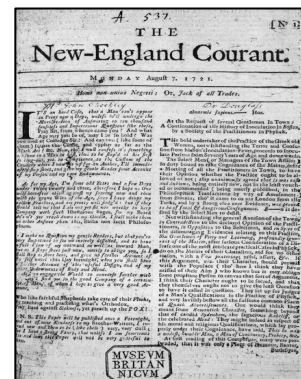
State of the News Media 2018

1. U.S. newspaper circulation reached, lowest level since 1940

the first year with available data. Total daily newspaper circulation (print and digital combined) was an estimated 28.6 million for weekday and 30.8 million for Sunday in 2018. Those numbers were down 8% and 9%, respectively, from the previous year, according to the Center's analysis of Alliance for Audited Media data. Both figures are now below their lowest recorded levels, though weekday circulation first passed this threshold in 2013.

Digital circulation for daily newspapers is harder to track. It did rise in 2018, though not enough to fully reverse the overall decline in circulation. Revenue from circulation was steady in 2018, but ad revenue for newspapers fell 13%. Though some national publications have seen growth in revenue and in digital subscriptions over the past few years, the newspaper sector overall continues to face challenges.

2. Cable news was a bright spot in another down year for the U.S. news media industry's economic fortunes.

Revenue rose 4% over the past year for Fox News, CNN and MSNBC combined, That made cable news one of the only sectors with a revenue increase in 2018. Cable news revenue has grown by roughly a third (36%) since 2015, with ad revenue up 58% over the same period. And unlike some other sectors that typically see revenue declines in

Newspaper circulation falls to historic lows in 2018

Total circulation of U.S. daily newspapers

non-election years, cable news has been on a steady rise since the 2016 election. Some of this revenue has flowed back into newsroom spending, which has risen 22% since 2015. However, employment in cable TV newsrooms has not risen, and neither have wages.
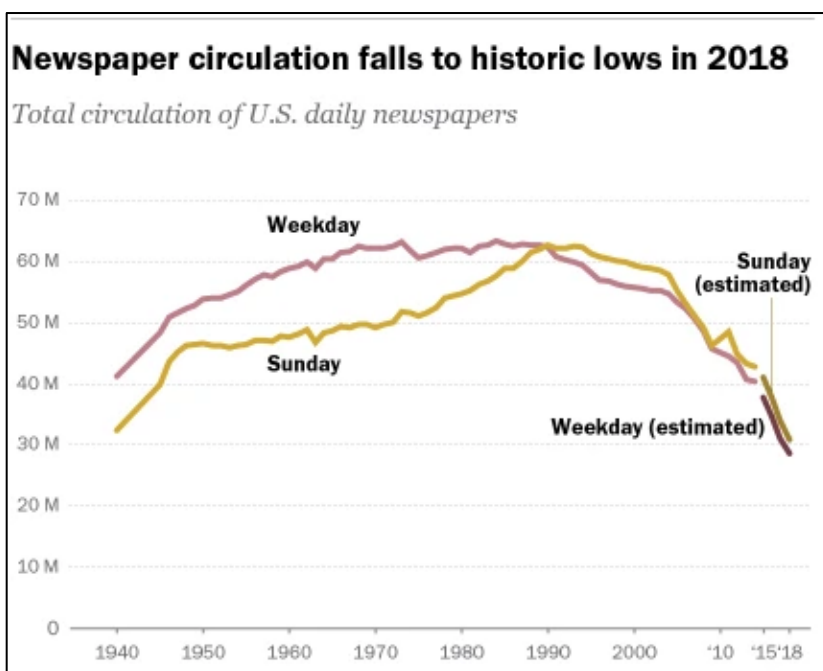
3. Digital ad revenue has grown exponentially, but a majority goes to Facebook and Google, not publishers.

Revenue from ads placed on digital platforms – counting all platforms, not just news sites – rose by 23% in 2018, and now makes up nearly half (49%) of all ad revenue in the U.S., according to eMarketer estimates. And when it comes to display ad revenue – a form of digital advertising that include banners, videos and other advertisements that news organizations and other websites typically run alongside their content – half of all digital revenue went to just two tech companies: Facebook (40%) and

Google (12%). Overall digital ad revenue has tripled since 2011, the earliest year tracked, while digital display revenue has grown by almost five times over the same period.

This growth in digital ad revenue has not been enough to make up for the decline in traditional ad revenue for some sectors. About a third of newspaper ad revenue (35%) now comes from digital, according to an analysis of SEC filings, but total ad revenue continues to fall. And while the digital-native news sector is on the rise – its newsroom workforce has nearly doubled over the past 10 years, according to BLS data – this growth hasn't replaced the loss of employment at newspapers.

4. **The audience for local TV news has steadily declined.** The average

audience fell in key time slots in 2018, down 10% for morning news and 14% for late night and evening news, according to Comscore StationView Essentials® data. (This data is based on live viewing on TV sets and does not account for these stations' websites or social media presences – though some research indicates that most local TV news consumers prefer the TV set to online forms.) This has been a longstanding trend, with declines in 2017 and, using a different data source, from 2007 to 2016.

Over-the-air ad revenue for local TV

Key annual economic trends, 2018 vs. 2017

Newspaper	↓ 13%	advertising revenue	
Cable TV	↑ 4%	total combined revenue	
Network TV	↓ 6%	in combined advertiser expenditures for the evening broadcast news programs	
Local TV	↑ 12%	over-the-air ad revenue from 2017 non-election year	
	No change	over-the-air ad revenue from last midterm election year of 2014	
Radio	↓ 2%	Average per-station revenue for all-news, news/talk and news/talk/info stations	

did rise 12% in 2018, to $19.3 billion, according to a Pew Research Center analysis of MEDIA Access Pro & BIA Advisory Services data, but this is typical for a midterm election year and roughly equal to the amount in 2014.

Local TV's audience decline was the steepest drop of any sector. Only cable news saw its audience rise in 2018.
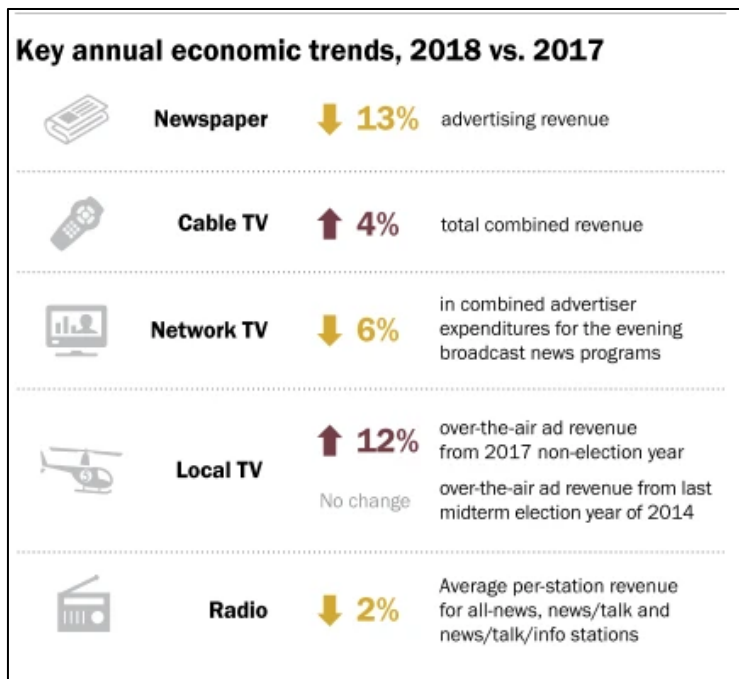
5. **Traffic to news websites seems to have leveled off.** Unique

visitors to the websites of both newspapers and digital-native news sites showed no growth between the fourth quarters of 2017 and 2018, the second year in which there was no notable growth, according to Comscore, a cross-platform audience measurement company. From 2014 to 2016, traffic rose steadily for both these sectors in the fourth quarter. Time spent on these websites has declined as well: The average number of minutes per visit for digital-native news sites is down 16% since 2016, falling from nearly two and a half minutes to about two per visit. The decreases in website audience and time spent per visit come as Americans increasingly say they prefer social media as a pathway to news.

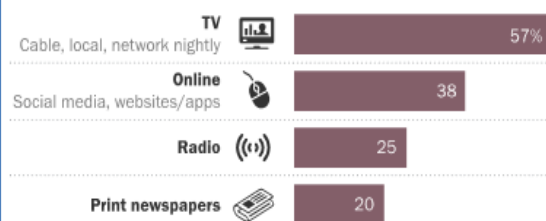"If you don't read the newspaper, you're uninformed. If you read the newspaper, you're mis-informed."

~Mark Twain

6. The effects of a decade of newsroom cutbacks are real –

and the public is taking notice. 31% of US adults, have stopped turning to a news outlet because it no longer provided them with the news they were accustomed to getting. Men have left at higher rates than women, as have the more highly educated and higher-income earners—many of those, in other words, that past Pew Research data have shown to be among the heavier news consumers. With reporting resources cut to the bone and fewer specialized beats, journalists' level of expertise in any one area and the ability to go deep into a story are compromised.

About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform

TV — Cable, local, network nightly	57%
Online — Social media, websites/apps	38
Radio	25
Print newspapers	20

% of each age group who often get news on each platform

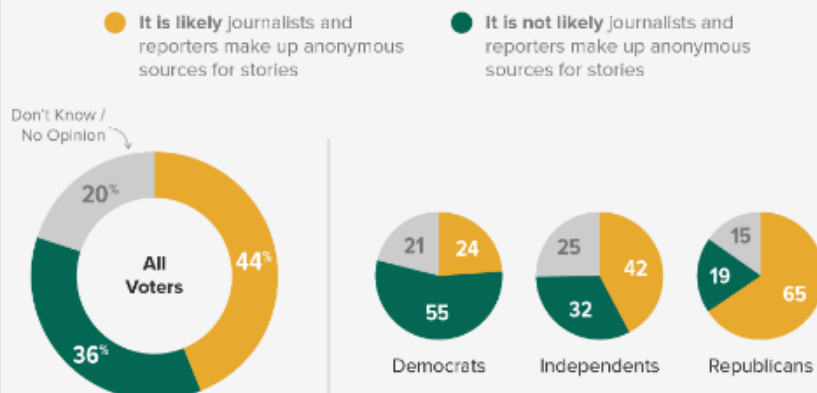## Trusting the News Media in the Trump Era

It is no secret that, in an information environment characterized by deep tensions between President Donald Trump and national news organizations, Americans are divided in their trust of the news media. A new Pew Research Center exploration of more than 50 different surveys conducted by the Center – combined with an analysis of well over 100 questions measuring possible factors that could drive trust in the news media – confirms that in the Trump era nothing comes close to matching the impact of political party identification. On item after item, Republicans consistently express far greater skepticism of the news media and their motives than Democrats, according to this analysis that focuses on trust in the news media during 2018, 2019.

Even more telling, the analysis reveals that divides emerge within party – particularly the Republican Party – based on how strongly people approve of Trump's performance as president. Trump has publicly and repeatedly criticized both news organizations and the journalists who work for them, criticisms that, according to this study, resonate with his most fervent supporters.

The link between the public's approval of Trump and views of the news media is clear in evaluations of journalists' ethics. About three-in-ten Republicans and Republican-leaning independents (31%) say journalists have very low ethical standards, roughly six times the 5% of Democrats and Democratic leaners who say this. Trump's strongest approvers, though, express even greater suspicion: 40% of Republicans who strongly approve of Trump's job performance say journalists' ethics are that low. That is true of far fewer Republicans who only somewhat approve of Trump or disapprove of him: 17% and 12%, respectively.

Overall, this relationship between support for Trump and depressed trust in the news media persists over a range of attitudes. And, taken together, Republicans who are most approving of Trump and Democrats who are least approving of him stand far apart from each other.

Which of the following statements comes closest to your view, even if neither is exactly right?

- It is likely journalists and reporters make up anonymous sources for stories
- It is not likely journalists and reporters make up anonymous sources for stories

All Voters — Don't Know / No Opinion: 20%; It is likely: 44%; It is not likely: 36%

	Don't Know	It is likely	It is not likely
Democrats	21	24	55
Independents	25	42	32
Republicans	15	65	19

The Fourth Estate 'Takes the Fifth

An informed public is the bedrock of American democracy. That belief has been a central pillar in the national creed since it was eloquently stated by Thomas Jefferson. A free press is the prime and prized instrument for ensuring it.

Today, at the height of the communications revolution, keeping the public informed should be easy as pie. That is not the case, though, as we know from surveys and our own anecdotal experience. Citizens are probably less aware of what is going on around them on matters of politics and policy than at any time since universal literacy became a reality.

Why this incongruity? It stems in part from the habits and inclinations of a populace that is self-absorbed to the point of functional autism. It also due to the abject failure of the MSM to uncover and present the news in ways that extend and deepen peoples' understanding of what is happening.

Driven by short-term profit, skewed by the interests of those who own them, the media habitually pander to the least common denominator of readers/viewers taste. The news business has devolved into just another branch of the entertainment business.

Many are well aware of this. Few, though, appreciate the degree to which even the elite media -- e.g., ***The New York Times*** -- contribute to the phenomenon. Since their audience is the country's opinion leaders, the distortions and lapses of their coverage have a deleterious effect several orders of magnitude greater than their readership. So, it is those at the commanding heights of the MSM who are the source of the Original Sin that leaves most Americans largely clueless about the events that shape their lives.

Incompleteness

"What is excluded from a news story often is as important -- or more important -- than what is included.
"Each month, every media outlet in the land reports the latest unemployment figure. That number is relatively unimportant, though, except as a trend indicator. What really counts is the percentage of the workforce that is employed. Since the Great Financial Crisis in 2008, those two numbers have been quite different. The latter shows only a small uptick from the depth of the recession.

Why? Many people aren't counted because they've given up job-hunting and/or are no longer registered at a Department of Labor office. A change in the methodology for calculating the unemployment was made by President Clinton whose effect is to lower the official figure by roughly 50 percent.

In addition, the much heralded unemployment figure does not differentiate between full-time employment and temporary of part-time employment. The latter constitute a rapidly growing fraction of the total employed. Those jobs are characterized by low ages, no benefits, and ease of firing.

This vital information is almost never reported by the MSM. One reason, in addition to the sheer laziness and complacency that is a marked trait of today's media, is that these records normally appear in the BUSINESS section. That section of The New York Times and other papers is directed at an audience of business people and those who identify with them. Its journalists share their perspective. Often, they are cronies of the people they write about. Some, like Steven Rattner of The Times, have jumped from one sphere to the other -- and back.

Journalism, Media, and Technology Trends and Predictions 2020

The last ten years were defined by the twin technological disruptions of mobile and social media, which fragmented attention, undermined advertising-based business models, and weakened the role of journalistic gatekeepers. At the same time, social and political disruptions have affected trust in journalism and led to attacks on independent news media in many countries. The next decade will be defined by increasing regulation of the internet and attempts to re-establish trust in journalism and a closer connection with audiences. It will also be rocked by the next wave of technological disruption from AI-driven automation, big data, and new visual and voice-based interfaces. All this against a backdrop of economic and political uncertainty which will throw up further challenges to the sustainability of many news organizations.

External Influences on News

Pressure from Advertisers: Advertisers are not afraid to use their financial muscle to protest what they perceive as unfair treatment by the news segment of the mass media.

- **Survey of 41 big city newspapers' real estate news staffs: more than 3/4 of editors said that advertisers had threatened to pull ads in response to coverage they didn't think was favorable enough to their interests.**
- **More than one third said that ads had actually been pulled.**
- **General Motors said it would pull ads from all NBC news programs (although not from entertainment and sports programs) because of a DATELINE NBC segment that was going to show that certain GM trucks could catch fire if hit by another vehicle. To film a sequence in which the truck was hit and then caught fire, NBC hired an outside contractor, who rigged the truck with an explosive device so that it would catch fire more easily during the filming. GM dropped a lawsuit against NBC in exchange for a 3.5 minute apology on a DATELINE show and an agreement that NBC would pay GM nearly $2million.**
- **COMPLEMENTARY COPY. MS magazine. Advertisers want what is called COMPLEMENTARY COPY. So if a cosmetics company buys an ad, they would like articles that support the product -- e.g., an article about using cosmetics. MS refused COMPLENTARY COPY and so lost a lot of advertisers.** *General Mills, Pillsbury, Carnation, Del Monte, Dole, Draft, Stouffer, Hormel and Nabisco all refuse to advertise in MS. WHY? No recipes --- a type of complementary copy.*
- **HAIR DYES. MS. did a brief report on a congressional hearing into chemicals used in hair dyes that are absorbed through te skin and may be carcinogenic. CLAIROL, a Bristol Myers subsidiary that makes dozens of products -- was outraged. CLAIROL withdrew all advertising from MS for all of its products. (Meanwhile, Clairol changed its hair coloring formula, apparently in response to the hearings we reported).**
- **SOVIET WOMEN. MS. did a story on women in the Soviet Union who had been producing an underground feminist newspaper and books, distributing them throughout the country. As punishment, four of the leaders had been exiled. MS. gets the story: an exclusive cover story that includes the first news of a populist peace movement against the Soviet occupation of Afghanistan, a prediction of the GLASNOST that was to come and a grass roots intimate view of Soviet women's lives. The story wins a prestigious Magazine Journalism award--- the Front Page Award. Revlon upset; the women on the cover have no makeup.**

Self Censorship by news organizations

- **CONSUMER REPORTS ON AUTOMOBILE SALES. One consumer reporter at a major TV station said: "We don't bother with auto related stories anymore. Car ads can account for 30 to 40 per cent of a station's ad revenue. These days, even a simple consumer education story on how to buy a new car can draw the wrath of local car dealers.**
- **PRESCRIPTION DRUG CONSUMER REPORT. Award winning KIRO consumer reporter Herb Weisbaum, Seattle, completed a detailed survey comparing prescription drug prices in over 100 western Washington stores. The day before the three part series on drug prices was to air, station management forced him to delete the survey comparisons. Executives worried that advertisers (particularly large chain stores with large pharmacy departments) would object -- and advertise less.**
- **TOBACCO Advertising and content. Magazines that have had high revenues from tobacco companies -- ignore stories about the connection between smoking and cancer.**
- **NEWSWEEK had a special issue in the mid 1990s on how to adopt a healthy lifestyle. In deference to advertisers, the special supplement carried almost no information at all about cigarette smoking and its impact on life expectancy.** *Time Magazine* **did the same. A spokesman for** *Time* **said: "***Time,* **as does** *Newsweek,* **has a lot of cigarette advertising. Do you carry material that's insulting to your advertiser?"**

Interest Groups and Public Relations

An interest group is composed of individuals who want to communicate their stance on one or more issues to the public. They use media to focus public attention, create public awareness, persuade. Interest groups often try to influence legislation, as well as public opinion and behavior.

How do these groups influence news?

1. They work as pressure groups. They lobby legislators and influence public opinion through studies they sponsor, reports or publications they issue, conferences they sponsor.

2. They provide "experts" who can serve as "sources" of news. Reporters rely extensively on "experts" who can explain issues. Such experts have knowledge about issues; they also have a measure of credibility (given that they devote time and energy to the study of these issues). Expertise spans the horizon of key issues in a society at any time, but most of these would deal with some aspect of politics and public policy

This table documents media reliance on some of the largest think tanks

Think Tanks	Political Orientation	Media Citations in 1998
Brookings	Centrist	2296
Heritage	Ultra Conservative	1813
American Enterprise	Conservative	1323
Cato Institute	Conservative/Libertarian	1286
Economic Policy Institute	Liberal/Progressive	576

FAIR, a liberal media journal, contends that conservatives dominate public television's panels of experts. They contend that many of the key "talk" shows on television, composed of "experts," are essentially quite conservative

3. Reporters rely on press releases as a source of news. Some press releases are more newsworthy than others; consequently, some get in the news and others don't. A key goal of organizations using public relations: Get your message into the media, as news. News has higher credibility than advertising, so getting reporters to deliver the message is ideal.

4. Video News Releases.
There are at least 1500 public relations firms in the United States. They use video news releases a lot. VNRs are in ideal way to place your image on small TV stations, which need cheap and easy to use footage.

| How to spot VNRs.	Issues with using VNRs
1. Reporter not shown interviewing people	Turns News into marketing
2. Shows a new product, new technology	Politicians use tax payer funds for their VNRs
3. Factory or office scenes	Advertisers take advantage of news
4. Business or product: in positive light.	Intent: fool audience
5. Ask yourself: who benefits?	As news budgets decline, VNRs replace news

Example

Neutragena Soap Video News Release. Aim: to get people to buy Neutragena soap. Get this message into the media -- without it looking like an ad. VNR: mostly focuses on debunking myth that expensive lotions and moisturizers can keep skin from aging. Third party spokesman, a noted dermatologist, states that the best way to take are of facial skin is to wash with warm water and a mild soap, such as….Neutrogena. Note: the product mentioned only once, and in passing. Video shows cosmetic counters in department stores, a doctor examining a patient's skin, and a woman washing her face. While the Neutrogena Package is never seen, the soap being used is the amber colored bar synonymous with that product.

The Idea Behind Fox News Channel Originated in the Nixon White House

"A Plan for Putting the GOP on TV News" is an unsigned, undated memo calling for a partisan, pro-GOP news operation to be potentially paid for and run out of the White House. Aimed at sidelining the "censorship" of the liberal mainstream media and delivering prepackaged pro-Nixon news to local television stations, it reads today like a detailed precis for a Fox News prototype. From context provided by other memos, it's apparent that the plan was hatched during the summer of 1970. And though it's not clear who wrote it, the copy provided by the Nixon Library literally has Roger Ailes' handwriting all over it—it appears he was routed the memo by Haldeman and wrote back his enthusiastic endorsement, refinements, and a request to run the project in the margins. Roger Ailes, Nixon media consultant, currently runs Fox News.

The 15-page plan begins with an acknowledgment that television had emerged as the most powerful news source in large part because **"people are lazy" and want their thinking done for them:** Today television news is watched more often than people read newspapers, than people listen to the radio, than people read or gather any other form of communication. The reason: People are lazy. With television you just sit—watch—listen. The thinking is done for you.
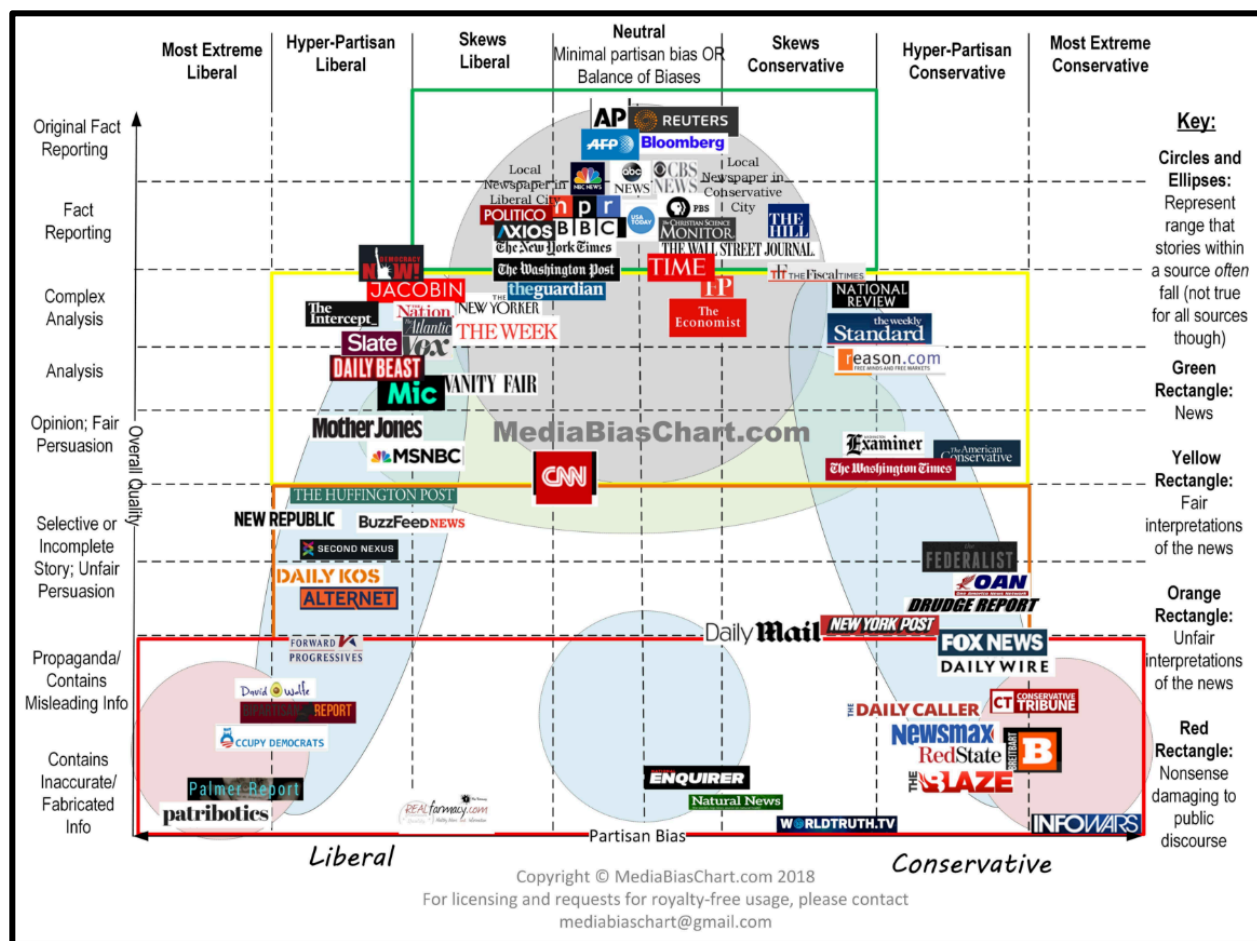
With that in mind, the anonymous GOP official urged the creation of a network "to provide pro-Administration, videotape, hard news actualities to the major cities of the United States." Aware that the national television networks were the enemy, the writer proposed going around them by sending packaged, edited news stories and interviews with politicians directly to local television stations. It avoids the censorship, the priorities, and the prejudices of network news selectors and disseminators.
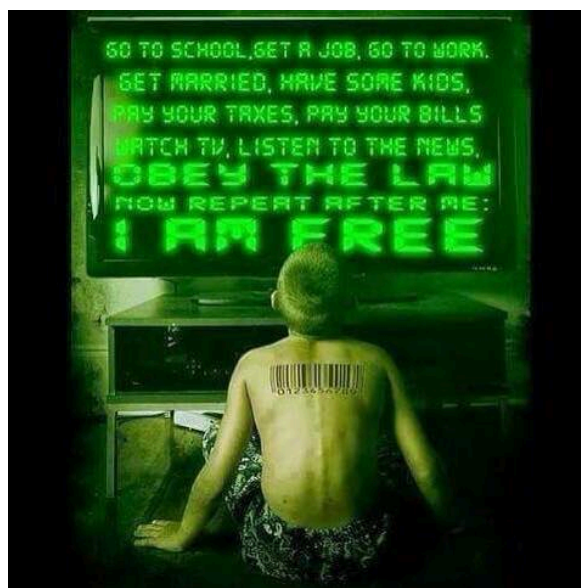
US Continues Free Fall in Press Freedom, Now Ranked 49th

(FIFTHCOLUMN) Paris, France – The United States dropped an additional three places on the list of Press Freedom, according to the Reporters Without Borders 2015 World Press Freedom Index. The United States is now ranked 49th. Independent groups have confirmed that the media of the United States is tightly controlled by the government. Overall, the free press lost ground on every continent. US citizens should realize that countries like El Salvador, Botswanna, Niger, and South Africa have a more free press. Access to information is heavily distorted and controlled in the US.

"Whoever controls the media, controls the mind." ~Jim Morrison

Most Extreme Liberal | **Hyper-Partisan Liberal** | **Skews Liberal** | **Neutral** Minimal partisan bias OR Balance of Biases | **Skews Conservative** | **Hyper-Partisan Conservative** | **Most Extreme Conservative**

Original Fact Reporting

Fact Reporting

Complex Analysis

Analysis

Opinion; Fair Persuasion

Selective or Incomplete Story; Unfair Persuasion

Propaganda/ Contains Misleading Info

Contains Inaccurate/ Fabricated Info

Overall Quality

AP   REUTERS   AFP   Bloomberg
Local Newspaper in Liberal City   NBC NEWS   ABC NEWS   CBS NEWS   Local Newspaper in Conservative City
POLITICO   npr   USA TODAY   PBS   THE HILL
AXIOS   BBC   CHRISTIAN SCIENCE MONITOR
The New York Times   THE WALL STREET JOURNAL
The Washington Post   theguardian   TIME   FP   The Fiscal Times
DEMOCRACY NOW!   JACOBIN   NATIONAL REVIEW
The Intercept   The Nation   THE NEW YORKER   The Economist
The Atlantic   Vox   THE WEEK   the weekly Standard
Slate   reason.com
DAILY BEAST
Mic   VANITY FAIR
MotherJones   MediaBiasChart.com   Examiner   The American Conservative
MSNBC   The Washington Times
CNN
THE HUFFINGTON POST
NEW REPUBLIC   BuzzFeed NEWS
SECOND NEXUS   THE FEDERALIST
DAILY KOS   OAN
ALTERNET   DRUDGE REPORT
Daily Mail   NEW YORK POST   FOX NEWS
FORWARD PROGRESSIVES   DAILY WIRE
David Wolfe   REPORT   THE DAILY CALLER   CT CONSERVATIVE TRIBUNE
OCCUPY DEMOCRATS   Newsmax   RedState   B
Palmer Report   THE BLAZE
patribotics   REALfarmacy.com   ENQUIRER
Natural News
WORLDTRUTH.TV   INFOWARS

Liberal — Partisan Bias — **Conservative**

Key:

Circles and Ellipses: Represent range that stories within a source *often* fall (not true for all sources though)

Green Rectangle: News

Yellow Rectangle: Fair interpretations of the news

Orange Rectangle: Unfair interpretations of the news

Red Rectangle: Nonsense damaging to public discourse

Our Media Are Helping Turn America Into a Land of Political Idiots *alternet.org*

The news media cover politics like a long-running serial in chronic need of crisis. It doesn't matter whether they caused this or merely reflect it. Politicians are so accustomed to being performers that wondering whether Ted Cruz actually believes the things he says is as misbegotten a mission as searching for the real Justin Bieber. It's not our fault that the political characters angling for our attention seem no more authentic than the cartoon roles they play – their words are scripted, their images are cosmetic and their stories hew to the genre conventions that spawned them.

The downside of storified self-government, and of experiencing pretty much everything else as entertainment, too, is that we relinquish our grip on reality. In a series of 36 tweets (the perfect vehicle for such an argument), Grist.org columnist David Roberts, writing about the Supreme Court's decision to hear a potentially fatal challenge to the Affordable Care Act – a case whose only conceivable basis is a typographical error in the law – calls this "postmodern conservatism." The right's "nihilistic oppositionalism," he says, makes its own reality. They have "realized that if you just brazen it out, there's no… ref to make the call. In this way, every dispute, even over matters of fact, becomes a contest of power – loudest, best funded, most persistent voices win…. So there will only be increasing impetus for conservatives to retreat into fantasy, into simple morality tales… [which] always yield more motivated, organized constituencies than 'it's complicated' ever will."

It's in the economic self-interest of the news media to make politics as fun as wrestling and as risky as a high-wire act. That's what drives ratings. But we pay a steep price for the pleasures of circus and spectacle. The most critical problem American society faces right now is, arguably, inequality, and the plutocracy that benefits from it, and the corruption that puts remedies for it beyond our constitutional reach.

Media Spectacle & Media Events: Some Critical Reflections

The mainstream corporate media today in the United States process events, news, and information in the form of media spectacle. In an arena of intense competition with 24/7 cable TV networks, talk radio, Internet sites and blogs, and ever proliferating new media like Facebook, YouTube, and Twitter, competition for attention is ever more intense leading the corporate media to go to sensationalistic tabloidized stories which they construct in the forms of media spectacle that attempt to attract maximum audiences for as much time as possible, until the next spectacle emerges. By spectacle, I mean media constructs that are out of the ordinary and habitual daily routine which become special media spectacles. They involve an aesthetic dimension and often are dramatic, bound up with competition like the Olympics or Oscars. They are highly public social events, often taking a ritualistic form to celebrate society's highest values. Yet while media rituals function to legitimate a society's "sacred center" and dominant values and beliefs, media spectacles are increasingly commercialized, vulgar, glitzy, and, I will argue, important arenas of political contestation.

Politics too is increasingly mediated by media spectacle. Political conflicts, campaigns, and those attention grabbing occurrences that we call "news" have all been subjected to the logic of spectacle and tabloidization in the era of media sensationalism, infotainment, political scandal and contestation, seemingly unending cultural war, the on going phenomenon of Terror War, and now the emergent era of the Obama spectacle. Media spectacle thus includes those media events and rituals of consumption, entertainment, and competition like political campaigns that embody contemporary society's basic values and

serve to acculturate individuals into its way of life. Yet the spectacle, as my allusion to the political spectacleattests, may also embody key societal conflicts, and so I see the spectacle as a contested terrain. Since the 1960s culture wars have been raging in the United States between Left and Right, liberals and conservatives, and a diversity of groups over U.S. politics, race, class, gender, sexuality, war, and key issues. Both sides exploit the spectacle as during the Vietnam War when the war itself was contested by the spectacle of the antiwar movement.

~*Douglas Kellner*

"Widespread televisual applications of satellite technology cultivated a tele-performative space, which...added an awareness that whatever took place in the presence of various electronic recording devices could be broadcast to and seen by large audiences all across the world, in real time and for all time."

~*Marshall McLuhan*

Truth, War Propaganda, CIA & Media Manipulation

Never before has it been so important to have independent, honest voices and sources of information. We are inundated and overwhelmed with a flood of information from a wide array of sources, but these sources of information, by and large, **serve the powerful interests and individuals that own them**. The main sources of information, for both public and official consumption, include the mainstream media, alternative media, academia and think tanks.

The mainstream media is the most obvious in its inherent bias and manipulation. The mainstream media is owned directly by large multinational corporations, and through their boards of directors are connected with a plethora of other major global corporations and elite interests. An example of these connections can be seen through the board of Time Warner.

Time Warner owns Time Magazine, HBO, Warner Bros., and CNN, among many others. The board of directors includes individuals past or presently affiliated with: the Council on Foreign Relations, the IMF, the Rockefeller Brothers Fund, Warburg Pincus, Phillip Morris, and AMR Corporation, among many others.

Two of the most "esteemed" sources of news in the U.S. are the New York Times (referred to as "the paper of record") and the Washington Post. The New York Times has on its board people who are past or presently affiliated with: Schering-Plough International (pharmaceuticals), the John D. and Catherine T. MacArthur Foundation, Chevron Corp, Wesco Financial Corporation, Kohlberg & Company, The Charles Schwab Corporation, eBay Inc., Xerox, IBM, Ford Motor Company, among others. Hardly a bastion of impartiality.

And the same could be said for the Washington Post, which has on its board: Lee Bollinger, the President of Columbia University and former Chairman of the Federal Reserve Bank of New York and individuals associated with (past or presently): the Coca-Cola Company, New York University, Conservation International, the Council on Foreign Relations, Xerox, Catalyst, Johnson & Johnson, Target Corporation, RAND Corporation, General Motors, and the Business Council, among others.

It is also important to address how the mainstream media is intertwined, often covertly and secretly, with the government. Carl Bernstein, one of the two Washington Post reporters who covered the Watergate scandal, revealed that there were over 400 American journalists who had *"secretly carried out assignments for the Central Intelligence Agency."* Interestingly, "the use of journalists has been among the most productive means of intelligence-gathering employed by the CIA." Among organizations which cooperated with the CIA were the "American Broadcasting Company, the National Broadcasting Company, the Associated Press, United Press International, Reuters, Hearst Newspapers, Scripps-Howard, Newsweek magazine, the Mutual Broadcasting System, the Miami Herald and the old Saturday Evening Post and New York Herald-Tribune."

By far the most valuable of these associations, according to CIA officials, have been with the New York Times, CBS and Time Inc. The CIA even ran a training program "to teach its agents to be journalists," who were "then placed in major news organizations with help from management."

These types of relationships have continued in the decades since, although perhaps more covertly and quietly than before. For example, it was revealed in 2000 that during the NATO bombing of Kosovo, "several officers from the US Army's 4th Psychological Operations (PSYOPS) Group at Ft. Bragg worked in the news division at CNN's Atlanta headquarters." This same Army Psyop outfit had "planted stories in the U.S. media supporting the Reagan Administration's Central America policies," which was described by the Miami Herald as a "vast psychological warfare operation of the kind the military conducts to influence a population in enemy territory." These Army PSYOP officers also worked at National Public Radio at the same time. The US military has, in fact, had a strong relationship with CNN.

In 2008, it was reported that the **Pentagon ran a major propaganda** campaign by using retired Generals and former Pentagon officials to present a good picture of the administration's war-time policies. The program started in the lead-up to the Iraq War in 2003 and continued into 2009. These officials, presented as "military analysts", regurgitate government talking points and often sit on the boards of military contractors, thus having a vested interest in the subjects they are brought on to "analyze." In 2013, Public Accountability reported: During the public debate around the question of whether to attack Syria, Stephen Hadley, former national security adviser to George W. Bush, made a series of high-profile media appearances. Hadley argued strenuously for military intervention in appearances on CNN, MSNBC, Fox News, and Bloomberg TV, and authored a Washington Post op-ed headlined "To stop Iran, Obama must enforce red lines with Assad."

In each case, Hadley's audience was not informed that he serves as a director of Raytheon, the weapons manufacturer that makes the Tomahawk cruise missiles that were widely cited as a weapon of choice in a potential strike against Syria. Hadley earns $128,500 in annual cash compensation from the company and chairs its public affairs committee. He also owns 11,477 shares of Raytheon stock, which traded at all-time highs during the Syria debate ($77.65 on 8/23, making Hadley's share's worth $891,189). Despite this financial stake, Hadley was presented to his audience as an independent national security expert.

The major philanthropic foundations in the US have often used their enormous wealth to co-opt voices of dissent and movements of resistance into channels that are safe for the powers that be. As McGeorge Bundy, former President of the Ford Foundation once said, *"Everything the Foundation does is to make the world safe for Capitalism."*

Examples of this include philanthropies like the Rockefeller Foundation, Ford Foundation and the MacArthur Foundation providing immense financial and organizational support to NGOs. Furthermore, the alternative media are often funded by these same foundations, which has the effect of influencing the direction of coverage as well as the stifling of critical analysis.

"Operation Mockingbird" was a fully implemented CIA program to spread disinformation throughout American media. CIA Director William Colby testified to the Church Committee that over 400 CIA agents were active in the US media to control what was reported through American mainstream television, newspapers, and magazines.

CIA

REALITY DISTORTION THROUGH PUBLIC RELATIONS AND DISINFORMATION

WORLD WAR III WILL BE A GLOBAL INFORMATION WAR WITH NO DIVISION BETWEEN CIVILIAN AND MILITARY PARTICIPATION.
~M. MCLUHAN

Advertisement

/ədˈvɜːtɪsmənt; -tɪz-/

1. any public notice, as a printed display in a newspaper, short film on television, announcement on radio, etc, designed to sell goods, publicize an event, etc

Brief History of Advertising

1650 - The first newspaper ad offering a reward for 12 stolen horses.
1882 - The 1st electric sign is lit in New York's Times Square
1905 - 1st celebrity endorsement by Hollywood actor for Murad cigarettes
1917 – American Association of Advertising Agencies founded
1925 – Consumerism of nonessential products is encouraged during the roaring 20s
1929 - Lucky Strike spent $12.3M on ads, the most in history to that point
1938 – Wheeler-Lea Act of 1938 is established to curb false advertising
1940's – Advertising is full of WWII propaganda
1941 - The first TV ad was for Bulova Clocks & reached 4000 TVs.
1950's – Contest and giveaways become popular forms of advertising
1955 – Psychologists start working in advertising to formulate more effective ways of attracting public attention
1963 – David Ogilvy ushers in the modern advertising age with quote "The consumer isn't a moron, she is your wife"
1970 – 1st infomercial – selling homes in San Diego
1984 – Apple sets a precedent at the Super Bowl with most expensive TV Ad directed by Ridley Scott
2000 – Google premieres AdWords, a pay per click service that now accounts for 95% of their revenue
2001 – Pop-up ad fill user's screens
2006 – Twitter real-time, global community makes viral marking fast and free
2007 – Facebook introduces the concept of behavior-based advertising by specifically targeting users social interactions
2011 – Online advertising becomes a clear #2 behind TV for advertising worldwide.

Fascinating Facts From the Evolution of Advertising

1) Advertising has existed as far back as 3000 BC!
2) 63% of consumers need to hear company claims 3-5 times before they believe it.
3) You're more likely to survive a plane crash than click a banner ad.
4) The first professional advertising agency was launched in 1841 in Philly.
5) Advertising first became an academic discipline in 1900 at Northwestern
6) In 1998, the average consumer saw 3,000 marketing messages per day.
7) 2009, the FTC instituted regulations banning untruthful customer testimonials.
8) 2011, there were over 1 trillion pages online. **That's 417 pages per person**
9) Google's Eric Schmidt cites that "*Every 2 days, we create as much information as we did from the dawn of civilization up until 2003.*"
10) The average person views around 3,000 advertisements a day

5 Advertising Gimmicks

Jingles, Slogans, & Catch Phrases
Jingles work because they play on your emotions and attraction to rhythm & harmony. Jingle makers exploit your brain's ability to remember things through associations by carefully choosing words with strong associations.

Customer Testimonials
Most of the time these 'customers' are actually paid actors.

Celebrity Endorsements
Celebrity endorsements are more effective than regular forms of advertisements despite they aren't experts

Coupons/Discount Cards
Many coupons only knock of a small portion of an already marked up price. By getting you to the store hey have won

Repetition
Repetition helps ensure that an advertiser's message is comprehended and understood. Repetition, Repetition,

Popular Jingles

Pardon me, would you have any Grey Poupon?
(Grey Poupon Mustard)

Silly Rabbit! - Trix are for Kids!
(Trix Cereal)

Waassup? (Budweiser)

Have it your way! (Burger King)

Got Milk? (CA Milk Producers)

Sex Sells! Media's Journey From Repression To Obsession
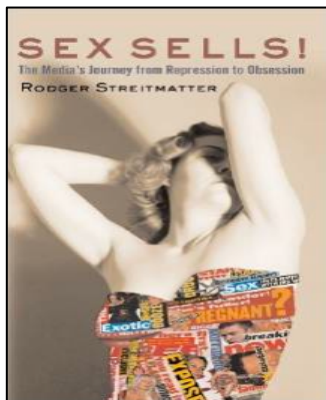
In 1953 when Lucille Ball became pregnant, the censors required the characters on "I Love Lucy" to say only that the wacky redhead was "in the family way"-they feared the word "pregnant" might conjure up, in the minds of viewers, images of a man and woman having sexual intercourse. Now, some fifty years later, from giant billboards featuring nearly nude models in Times Square to Bill Clinton's creative definition of sex to Madonna and Britney's prime-time kiss, sex pervades virtually every aspect of public life, including the films and television programs we watch, the music we listen to, and the racy ads that bombard us. *What happened?* ~magazine.org

Sex Sells, But At What Cost? How The Media Killed Romance

On average, we see about 250 ads per day; images that we think nothing about, delivering messages that are too plentiful for our eyes to notice let alone our brains to even absorb. But there's strength in repetition and what we see repeatedly is that sex sells. I'm not here to argue the immorality of marketing campaigns, I'm about to explain how the result of such has left all of us romantically numb.

Day in and day out, we are constantly reminded of the media-instilled ideology that sex is what works, from Axe body commercials to the younger Skittles advertisements. We see its success; which guy hasn't gotten the girl at the end of the film or which woman hasn't attracted the flock of drooling men? I truly believe we all have now fallen victim to translating what sells in ads to what we see in everyday life.

SUVs, handwash and FOMO: how the advertising industry embraced fear
~theguardian.com

Advertising is about selling 'freedom from fear' and targeting consumers' anxieties with products that alleviate those worries

Sex doesn't sell, it's fear. In the first episode of Mad Men (Smoke gets in your eyes) Don Draper outlines the appeal of fear as a tool for selling with chilling clarity. "Advertising is based on one thing: happiness," he calmly tells his clients. "And do you know what happiness is? … It's freedom from fear."

How 9/11 sold us the Hummer – as a suburban car

After the September 11 attacks, market research suggested the public were now terrified of "the outside", generally, and an opportunity was spotted by an extraordinary French anthropologist called Clotaire Rapaille. For more than 30 years, he's been advising companies such as General Motors, Kellogg's and Philip Morris on how to exploit what he calls the consumer's "reptilian brain". This reptilian brain could be triggered to sell cars, and Rapaille believed a military vehicle designed for war could now be sold to bankers in golfing jumpers. Yes, the Hummer was coming to Clapham. "The message is: 'Don't mess with me. If you want to bump into me I'm going to crush you and I'm going to kill you.'"

With people fearful of the outside world, the car now needed to offer sanctuary. The aggressive Humvee mindset spawned a less antisocial alternative: the SUV, with its high-up military-style vantage
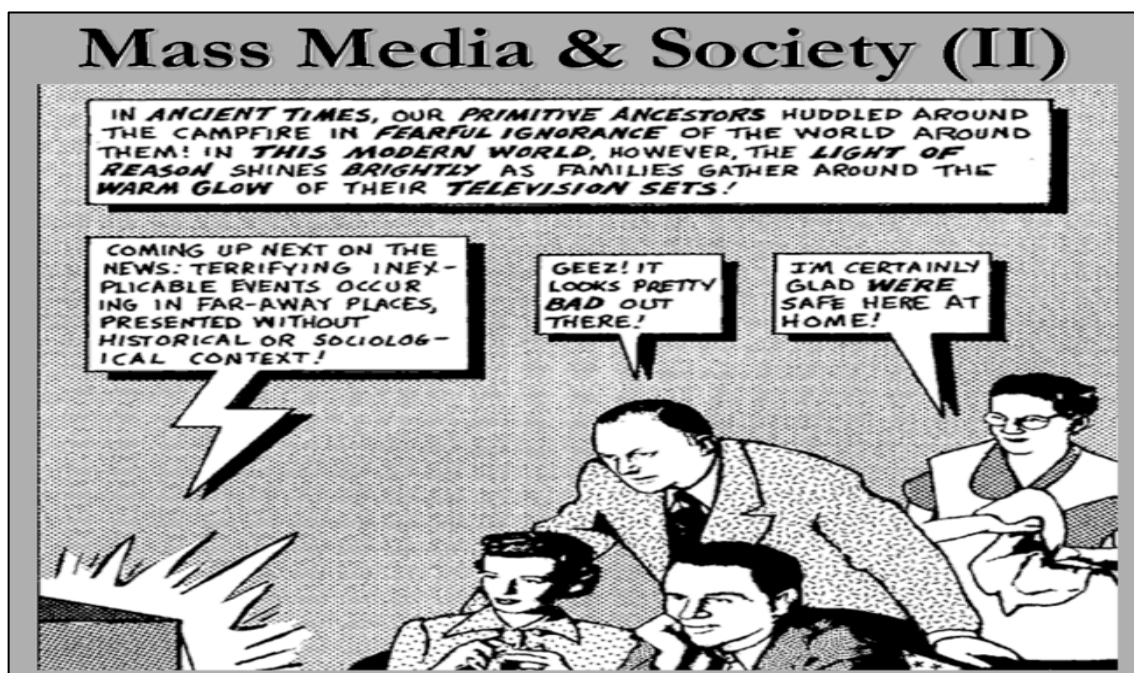
point, from which to spot approaching danger, and with macho bumpers signaling indestructibility. SUV sales soared and in the early 90s accounting for more than 20% of all American car sales. In reality, SUVs were the opposite of the message they sent out: far more likely to roll over than smaller, lower cars. But the illusion of safety is what mattered. Freedom from fear, even if that freedom is a chimera.

"Fear appeals strike a nerve with people who have doubts about things or do not know about things," "They play on our inherent fears of the unknown or that something is going to kill us. This is why scare tactics are stunningly effective."

~Todd Van Slyke, Prof. of Advertising, Illinois Institute of Art

How bird flu sold soap

There's virtually no difference between conventional soap and antibacterial soap. The traditional bar, which hasn't changed since the 1940s, kills almost as many germs as the antibacterial. But we don't believe that – and we have bird flu and Sars to thank.   Antibacterial soaps changed all that: hygiene was the new war zone and the genius of the idea was to convince us that every domestic surface was teeming with salmonella, E coli and baby-threatening diseases of every kind, and so requiring manic spraying every 15 seconds. Soap went from the bathroom to the kitchen, and OCD had an unwitting enabler. The background noise of pandemic fear was all that was needed to drive consumers to antibacterial soap. They didn't need to ramp up the fear with advertising because real fear sells far better than invented fear. But it also helps if your soap is blue (medical-looking) and comes in a squirty, transparent square bottle.

Fear of missing out

Not all fear-selling is about the horrors of bad breath and a potential terrorist attack. Some – indeed the most effective campaigns – target the plain old fear of missing out. Fear of missing out drives the upgrade culture around smartphones and technology but even applies to embracing danger. New technology (recording and posting your thrilling life – snowboarding, Rio carnival, bungee jumping) and adventure holidays that service these thrills, are about ticking off the bucket list before you are 21. Why? Because if you haven't looked fear in the face and enjoyed it, you haven't lived.

'Consumers remember 1 thing and 1 thing only – so make it scary'

Bob Ehrlich helped launch the bestselling drug of all time: lipitor, a powerful statin used to treat high cholesterol. The reality of heart disease and stroke is that they have multiple, complex causes, but many of us believe cholesterol is the only one that counts. So how did cholesterol get the rap? Because the drugs industry had developed drugs … that lowered cholesterol. And boy, they needed to sell them somehow.

"It's an interesting problem we had, which was we couldn't say lipitor prevents heart attacks," says Ehrlich. "So we decided to focus on what we could focus on, which was we're the best at lowering cholesterol. And we went out and advertised that."

A committee of the National Institutes of Health in the US subsequently lowered the threshold at which cholesterol was considered too high. Six of the seven committee doctors who made that key decision had financial ties to Pfizer – who made lipitor.

Of course, fear of risk is actually the bestselling tool of all: it is the basis of the entire insurance industry, whose profit base is predicated on the fact that fear is a very real emotion selling the product, but the statistical probability of anything actually happening, well, that is infinitesimal. Fear through risk sells us a product we don't even use.

Money, Media and Elections   *~freepress.net*

The Supreme Court's *Citizens United* decision launched a new era of big-money politics. The wealthiest 1% now has even more power to pick and choose our nation's leaders. And they're spending the bulk of this money on televised political ads designed to mislead voters. So where's the broadcast media in all of this? Instead of exposing this runaway spending and separating fact from fiction in an election year, they're lining their pockets with the windfall from this massive ad buy: *$3 billion in 2012.*

The reason so much money is spent on so many ads is that it's a proven formula for success. In the 2008 election cycle, the candidate who spent more on a congressional campaign won the race more than 9/10 times. And while there's some reporting on where money to influence elections originates, few people follow the billions of dollars to the trail's end: the bank accounts of a handful of media corps that control local television stations across the USA, with a daily viewing audience that numbers in the hundreds of millions. We need to a media of, by and for the people.

Subtle Forms of Manipulation You're Exposed to Daily

## 1. Color is used in a variety of ways to influence behavior

- Most fast food places use red & orange in color schemes (triggers hunger)
- Most sleeping pills and products are blue (calming)
- Red is the color of command! Red lights, stop signs
- White wedding dress for purity and virginity
- Green has come to mean environmental or organic

2. Phrasing and word usage greatly influence your audience

Minor changes to the wording of a survey can alter people's opinions. During the health care debate, 4 separate organizations conducted polls to see what percentage of Americans supported a "public option." Their results ranged from a measly 44% to 66% support due in large part to differences in wording. Calling it a "government administered health insurance plan -- something like the Medicare coverage that people 65 and older get" garnered 66% support. And calling it "a government-run health insurance plan" plummeted support to 44%.

Neuro-linguistic programming (**NLP**) is an approach to personal development, communication, and psychotherapy created by Richard Bandler & John Grinder in the 1970s. Its creators claim a connection between the neurological processes ("neuro"), language ("linguistic") and behavioral patterns learned through experience ("programming") and that these can be changed to achieve specific goals in life.
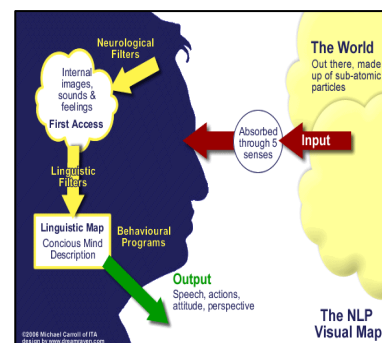
3 You Emotionally Bond With People You Sing With

Scientists have discovered that when we perform synchronized activities such as singing songs, reciting chants or even as simple an act as walking together, we end up feeling more connected to the people we're performing these activities with.

4. Touching someone alters their receptivity to you.

Making appropriate physical contact with someone, even a stranger, improves acceptance and communication. People are more likely to help and be persuaded when they are touched briefly in an interaction.

5. Cars Have Facial Expressions. We Buy Accordingly

The human mind loves to see human faces in everything; tortillas, clouds, cat butts, the moon, everything. The phenomenon even has a name: pareidolia. Researchers found that lower, wider cars with a wide air intake and angled or slit-like headlights give a picture of power. And that's what certain drivers are looking for in their new car. Mothers by contrast prefer a gentler visage to their cars.

The Future Of Advertising, According To Google

At the ad:tech conference in San Francisco, Susan Wojcick, director of advertising at Google, talked about her "five ideas for the future of advertising."

1. Ad views will be voluntary. We want to move to a model where the user is choosing to view an ad.
2. Give Users control by polling them about ad worth and usefulness
3. Ads will be more interactive and beautiful
4. Careful targeting of ads to people and devices in total campaign across platforms
5. All ads will be measured. Clicks will be only one type of measurement.

The Future of Advertising: Farewell, Mass Marketing

Kiip CEO Brian Wong says advertisers will compete to reach consumers by pinpointing and meeting their needs in real time

As consumers, we love visions of the future in which breathtaking technologies and electronic wizardry are so common they blend in with the furniture. Think of "2001: A Space Odyssey" (with product placements that included Pan Am and the Bell System), or "The Jetsons," where morning routines were simplified by robots who brushed our teeth and combed our hair. Jokes aside, these visions weren't far off.

When I imagine the future, I envision a world where connected devices effortlessly unfold in front of us. When alarms go off in the morning, bedroom lights will slowly turn on to ease us into consciousness. Connected coffee pots could be synced to your smart bed, automatically grinding and brewing beans once you rise for the day. Bathrooms might even automate, with self-heating floors and showers that activate on cue.

Lives will be made easier by devices that can predict schedules, desires and needs. And as technology becomes less invasive, advertising will follow suit by becoming more human. Indeed, advertising will have the potential to be incorporated into every device—from fitness trackers to connected cars. But more important, instead of being designed to be loud or intrusive, its goal will be to capitalize on those opportunities when consumers actually invite brands to participate in the everyday moments in their lives that matter most.

All Advertising Advertises… Advertising

History of Advertising & Cigarettes

In the United States, in the 1950s and 1960s, cigarette brands were frequently sponsors of television programs. One of the most famous television jingles of the era came from an advertisement for Winston cigarettes. The slogan "Winston tastes good like a cigarette should!" proved to be catchy. America's first regular television news program, **Camel News Caravan**, was sponsored by Camel Cigarettes and featured an ashtray on the desk in front of the newscaster and the Camel logo behind him. (1949 to 1956).
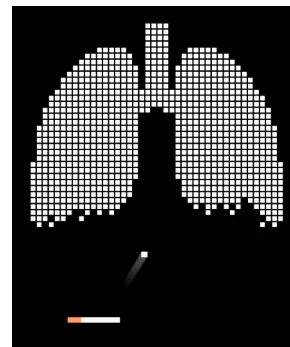
The actual effectiveness of tobacco advertisement is widely documented. According to Henry Saffer, public health experts say that tobacco advertising increases cigarette consumption and there is much empirical literature that **finds a significant effect of tobacco advertising on smoking, especially in children.** Anti smoking groups no longer feature actual smoking in their ads because they were discovered to make people want to smoke. The sight of someone lighting up acted as a Pavlovian trigger.

Tobacco companies have had particularly large budgets for their advertising campaigns. The Federal Trade Commission claimed that cigarette manufacturers spent $8.24 billion on advertising and promotion in 1999, the highest amount ever at that time. The FTC later claimed that in 2005, cigarette companies spent $13.11 billion on advertising and promotion, down from $15.12 billion in 2003, but nearly double what was spent in 1998. The increase, despite restrictions on the advertising in most countries, was an attempt at appealing to a younger audience, including multi-purchase offers and giveaways such as hats and lighters, along with the more traditional store and magazine advertising.

The Marlboro Man was one of the most successful cigarette advertising campaigns, lasting from the 1960s to the 1990s. The Marlboro brand was played by various cowboys, with Wayne McLaren posing for some promotional photographs in 1976. He died of lung cancer in 1992, having appeared in a television spot showing him in a hospital bed. That image was juxtaposed with him during the promotional shoot, with a voiceover warning about the dangers of smoking.

With the restrictions placed on general advertising, tobacco companies have moved to new promotions to establish new customers and maintain existing ones. For example Altria has a strategy of growth by promotions that build brand equity through adult consumer experiences. The intent is to reinforce brand loyalty by building consumer communities. More generally, Marlboro has been using its mailing database to promote directly with giveaways and general invitations to the Marlboro Ranch.

Tobacco companies have frequently targeted the female market, seeing it as a potential growth area as the largest market segment has traditionally been male. The introduction of the 1960s Virginia Slims brand, and in particular its "You've Come a Long Way Baby" and "Slimmer than the fat cigarettes men smoke" campaigns, was specifically aimed at women. When marketing cigarettes to the developing world, tobacco companies use the Western lifestyle as a mechanism to lure women into purchasing their products.

Regulation of Advertising Industry

In April 1970, Congress passed the **Public Health Cigarette Smoking Act** banning the advertising of cigarettes on television and radio starting on 2 January 1971. Smokeless tobacco ads remained on the air until a ban took effect in August 1986. Recently, even further restrictions took effect under the newly enacted **Family Smoking Prevention and Tobacco Control Act.** Effective June 2010, the new regulations prohibit tobacco companies from sponsoring sports, music, and other cultural events. Also, tobacco companies can no longer display their logos or advertise their products on T-shirts, hats, or other apparel.

Public Relations

"Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."
Public relations (PR) is a way for companies, organizations or people to enhance their reputations. This task typically is performed by public relations professionals or PR firms on behalf of their clients. PR usually involves communicating with the media and through the media to present the clients in the most favorable way possible. It involves cooperative efforts with other people and organizations to create good will within the community, enhancing the client's image.
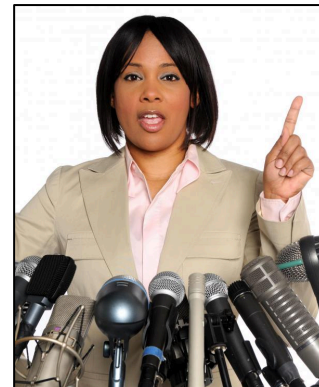
The Public Relations Society of America defines the management of public relations as: "Anticipating, analyzing and interpreting public opinion, attitudes and issues that might impact, for good or ill, the operations and plans of the organization. Counseling management at all levels in the organization with regard to policy decisions, courses of action and communication, taking into account their public ramifications and the organization's social or citizenship responsibilities.

Researching, conducting and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims. These may include marketing; financial; fund raising; employee, community or government relations; and other programs.

Planning and implementing the organization's efforts to influence or change public policy. Setting objectives, planning, budgeting, recruiting and training staff, developing facilities — in short, managing the resources needed to perform all of the above."

PR agencies and advertising agencies share the same goals: promoting clients and making them seem as successful, honest, important, exciting or relevant as possible. But the paths to creating awareness are vastly different. Most people understand advertising is paid for by the client and should be viewed with skepticism. Articles or TV appearances in respected publications have the advantage of third-party validation and are generally viewed more favorably.

The tactics include some or all of the following:
-Speech writing
-Write and distribute press releases and pitches about a firm, sent directly to journalists
-Create and execute special events designed for public outreach and media relations
-Conduct market research on the firm or the firm's messaging
-Expansion of business contacts via personal networking or attendance at events
-Copy writing and blogging for the web
-Social media promotions
-Responding to negative opinions/reviews online,
-Crisis public relations strategies

"When the news is bad, an agency can formulate the best response and mitigate the damage."

Ivy Ledbetter Lee (1877 – 1934) is considered by some to be the founder of modern public relations. In 1914 he was to enter public relations on a large scale when he was retained by John D. Rockefeller Jr to represent his family and Standard Oil after the coal mining rebellion in Colorado known as the **"Ludlow Massacre."** From then on he faithfully served the Rockefellers and their corporate interests, including a strong involvement in the Rockefeller Center. He became an inaugural member of the **Council on Foreign Relations** in the U.S. when it was established in New York City in 1921.

1906: Ivy Lee issued what is often considered the 1st press release

The Ludlow Massacre was an attack by the Colorado National Guard and Colorado Fuel & Iron Company camp guards on a tent colony of 1,200 striking coal miners and their families at Ludlow, Colorado, on April 20, 1914. Some 24 people, including miners' wives and children, were killed. The chief owner of the mine, John D. Rockefeller, Jr., was widely criticized for the incident. Historian Howard Zinn described the Ludlow Massacre as "*the culminating act of perhaps the most violent struggle between corporate power and laboring men in American history".*

The Rockefellers hired Lee to represent them. Lee made sure newspapers received daily "handouts" of printed materials containing all pertinent facts of the strike. But these new "press releases" were met with hostility by newspapers, who called them mere ads and accused Lee of trying to manipulate them. Still, Lee was successful through sheer volume of media and by working covertly through emissaries. Lee was able to get out numerous counter stories about the events and introduce doubt about the incident amongst the public.   In response to this PR disaster, The Rockefeller Foundation was created at Lee's urging, with the purpose of changing the image of Rockefellers amongst the common rabble - it worked. The philanthropic pursuits, cultural pursuits, and pre-eminent legacy rank the Rockefeller Foundation among the most influential NGOs in the world. By year-end 2008 assets were tallied at $3.1 billion with annual grants of $137 million. Through their generous grants they gain access to and allegiance from a variety of artists, politicians, intellectuals, do-gooders, and educators the world over. It propagates the family name, business, image and status in one act that cost them a fraction of their fortune. And lets not forget generous tax breaks for this philanthropic work.   Lee's advice to industrialist John D. Rockefeller, Sr. truly helped soften the image of both he and his family. Rockefeller, who was very old - allowed himself to be filmed playing golf and giving away dimes to children. **By the time of his death in 1937, it was said more people remembered Rockefeller's dimes than the massacre.**

P. T. Barnum

Modern public relations in the US can also be traced back to less illustrious beginnings than the creation of a new democratic republic. P. T. Barnum, of circus fame, made his mark by originating and employing many publicity or *press agentry* tactics to generate attention for his shows and attractions. Barnum was famous for coining the phrase, "There's no such thing as bad publicity." He was even known to pen letters to the editor under an assumed name outing some of his attractions as hoaxes just to generate publicity and keep a story alive. Unfortunately, Barnum's ethics left much to be desired. Barnum thought that honesty was not the domain of a press agent, and infamously stated, "The public be fooled." Droves of press agents followed in Barnum's tracks, in efforts to get free space in the news for their clients.

Information Management

Developments in the last few years have placed journalism under fire. A range of factors are transforming the communications landscape, raising questions about the quality, impact and credibility of journalism. At the same time, orchestrated campaigns are spreading untruths - disinformation, mal-information and misinformation - that are often unwittingly shared on social media:

Misinformation is simply information that is innocently wrong, or mistaken.
One of the most popular forms of misinformation on the Internet, especially e-mail, is the passing along of urban legends. Urban legends are fabricated or untrue stories that are passed along by sincere people who believe them...and feel the need to "inform" others.

Disinformation is information that is wrong, with a deceptive strategy behind its wrongness.
Disinformation is very powerful, destructive, and divisive, and is a common tool of espionage. Countries often have an interest in intentionally spreading fake information to their rival nations, as the Soviet Union and United States did during the Cold War, for instance.

Predictive programming, a theorized method of mass mind control, proposes that people are conditioned, through works of fiction, to accept planned future scenarios. Researcher Alan Watt defines this phenomenon as "the power of suggestion using the media of fiction to create a desired outcome".

Propaganda is defined as the systematic propagation of information or ideas by an interested party, in an expressive way in order to encourage or instill a particular attitude or response.

Today, misinformation spreads very easily thanks to technology. On social media, users have shared stories about dolphins and swans swimming in the canals of Venice without checking if those stories are true (they weren't). And in part because of such frequent incidents, it is a hot topic of debate if big tech companies like Facebook and Google should be responsible for stopping the spread of misinformation —or even if they even can without violating free speech rights of their users.

Where Americans See Misinformation
Percentage of U.S. adults who think each entity is the main source of false or misleading coronavirus information

- First choice ■ Second choice

	First choice	Second choice
Trump administration	47	7
Mainstream news	33	12
Social media	15	53
State officials	2	12
Local news	<1	4

Propaganda, which is information spread to make someone or something look bad or good, can be disinformation. Modern dictatorships, such as in North Korea, use propagandistic disinformation to make their citizens believe their government is good or righteous, and that enemy countries are evil. As a recent example, the US State Department accused the Chinese government of supporting an online disinformation campaign that spread false information about COVID-19 and blamed the outbreak on the United States.

As dangerous as disinformation can be, journalists find themselves in a difficult position when investigating it. While politicians might say something that is obviously not true, journalists generally don't outright accuse them of being a liar or spreading disinformation. This is because journalists cannot usually be 100% certain of the intent behind the misinformation, and they can be sued for libel if they wrongfully call someone a liar.
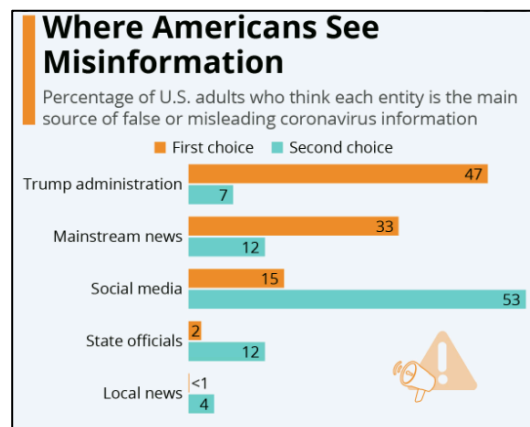
Public Relations Terms

- **Apology Tour:** PR move in which person or CEO very public offers an apology with promise of regret and reform. May feature crying on Oprah.
- **Cover up:** A carefully crafted narrative that absolves a person or corporation of guilt
- **Distraction:** creating a story that attracts attention away from another unflattering story you don't want to gain traction. Also a Counter narrative
- **Editorial Calendars**: A schedule of topics media outlets will cover during a specified month or year time – knowing this can give you an inside track to getting your message out
- **Engagement:** The total number of interactions with a piece of content or communication. Types of interactions include likes, comments, shares, views, etc.
- **Float:** PR pre-announcements that signals a future announcement. Before the final announcement is made, the idea is floated to see the response
- **Influencers:** Bloggers, journalists, and companies who are thought-leaders in their industry. These are the people your customers trust and go to for information.
- **Media Relations:** Mutually beneficial relationships between PR professionals and the media. It's achieved by providing information to media outlets, forming relationships with friendly agents
- **Pitch**: A highly targeted message that is crafted and sent to a journalist to gauge their interest in your client; this can include photos, videos, and ends with a call-to-action.
- **Press Kit**: A package of promotional material provided to members of the press to brief them, especially about a product, service, or candidate.
- **Press Release**: A news announcement usually put out by a representative of a company, organization, or individual.
- **Reach**: The number of persons who viewed a piece of communication. For example, a print publication with a "circulation of 132,000" is a representation of the press release's "reach".
- **Reputation Management**: The PR practice of monitoring, correcting, and enhancing the perception of a brand, individual, organization, or business in the public's opinion.

media literacy

the ability or skills to critically analyze for accuracy, credibility, or evidence of bias the content created and consumed in various media, including radio and TV, the internet, and social media.

Here are the key questions to ask when teaching media literacy:

- **Who created this?** Was it a company? Was it an individual? (If so, who?)
- **Why did they make it?** Was it to inform or sell you something? Was it to change your mind or behavior?
- **Who is the target audience?** Kids? Adults? Democrats? Republicans? People who share a particular interest? Who are they trying to convince and why?
- **What techniques are being used to make this message credible or believable?** Does it have statistics from a reputable source? Does it contain quotes from a subject expert? Does it have an authoritative-sounding voice-over?
- **What details were left out, and why?** Is the information balanced with different views -- or does it present only one side?
- **How did the message make you feel?** Do you think others might feel the same way? Would everyone feel the same, or would certain people disagree with you?

McTeacher's Nights: Teachers Unions Say No To School Fundraisers

So the National Education Association joined forces with a group of state and local teachers unions, as well as the watchdog group Corporate Accountability International. This week, the coalition — which represents more than 3 million teachers — sent a letter to McDonald's CEO Steve Easterbrook, asking him to end the practice of McTeacher's Nights.

"It is wrong to enlist teachers to sell kids on a brand like McDonald's, whose core products are burgers, fries and soda," the letter states.
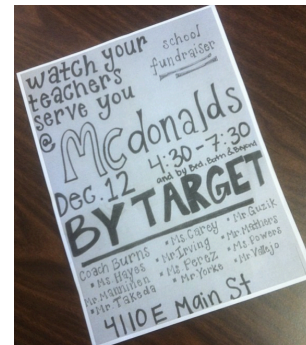
Coca-Cola Funds Scientists Who Shift Blame for Obesity Away From Bad Diets

Coca-Cola, the world's largest producer of sugary beverages, is backing a new "science-based" solution to the obesity crisis: To maintain a healthy weight, get more exercise and worry less about cutting calories.

The beverage giant has teamed up with influential scientists who are advancing this message in medical journals, at conferences and through social media. To help the scientists get the word out, Coke has provided financial and logistical support to a new nonprofit organization called the Global Energy Balance Network, which promotes the argument that weight-conscious Americans are overly fixated on how much they eat and drink while not paying enough attention to exercise.

"Most of the focus in the popular media and in the scientific press is, 'Oh they're eating too much, eating too much, eating too much' — blaming fast food, blaming sugary drinks and so on," the group's vice president, Steven N. Blair, an exercise scientist, says in a recent video announcing the new organization.
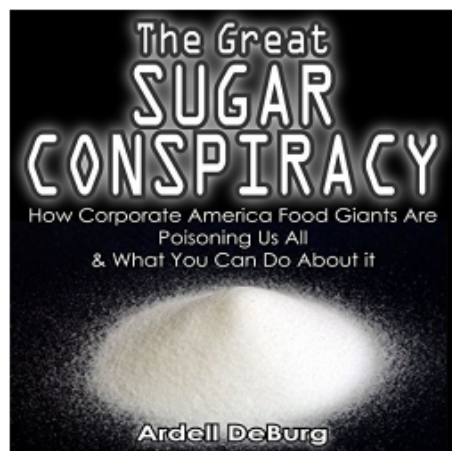
How the Sugar Industry uses its financial power to manipulate the American diet.

This month, researchers at the University of California, released a report that they said showed the sugar industry worked closely with nutrition scientists in the 1960s to make fat and cholesterol the lead culprits in coronary heart disease. They sought to downplay evidence that sucrose consumption was a risk factor, the researchers said.

A year ago, the New York Times published a report showing how the nonprofit Global Energy Balance Network stated that a lack of exercise — not junk food and sugary drinks — were the cause of the nation's obesity crisis. Emails showed, however, Coca-Cola paid $1.5 million to start the group. By the end of November, the nonprofit disbanded.

That is one of many examples that critics say illustrate how powerful industries and lobbies influence policy and research to cloud the effects of chronically consuming a product, much like tobacco has done. Tobacco researchers wrote an article in The Milbank Quarterly comparing the tactics of tobacco and food industries. They found many similarities: paying scientists to produce pro-industry science, intense marketing to youth, rolling out "safer" products, denying the addictive nature of their products, heavy lobbying in the face of regulation, and dismissing "junk science" that links their products to disease. It achieved this by adopting "a strategy to deflect attention to public health interventions that would reduce the harms of sugar consumption rather than restricting intake,"

From Chomsky's "What Makes Mainstream Media Mainstream" a talk at Z Media Institute, June 1997

-The American business community was very impressed with the propaganda effort during WWI. The Creel Commission had successfully mobilized the nation behind the war effort and spread the slogan "Making the world safe for democracy". But the corporations had a problem at that time. The country was becoming formally more democratic. A lot more people were able to vote and that sort of thing. The country was becoming wealthier and more people could participate and a lot of new immigrants were coming in, and so on.

*So what do you do? It's going to be harder to run things as a private club. Therefore, obviously, you have to control what people think. There had been public relation specialists but there was never a public relations industry. There was a guy hired to make Rockefeller's image look prettier and that sort of thing. But this huge public relations industry, which is a U.S. invention and a monstrous industry, came out of the first World War. The leading figures were people in the Creel Commission. In fact, the main one, **Edward Bernays**, comes right out of the Creel Commission. He has a book that came out right afterwards called **Propaganda.** The term "propaganda," incidentally, did not have negative connotations in those days. It was during the second World War that the term became taboo because it was connected with Germany, and all those bad things. But in this period, the term propaganda just meant information or something like that. So he wrote a book called Propaganda around 1925, and it starts off by saying he is applying the lessons of the first World War. The propaganda system of the first World War and this commission that he was part of showed, he says, it is possible to "regiment the public mind every bit as much as an army regiments their bodies." These new techniques of regimentation of minds, he said, had to be used by the intelligent minorities in order to make sure that the slobs stay on the right course. We can do it now because we have these new techniques.*

This is the main manual of the public relations industry. Bernays is kind of the guru. He was an authentic Roosevelt/Kennedy liberal. He also engineered the public relations effort behind the U.S.-backed coup which overthrew the democratic government of Guatemala.

His major coup, the one that really propelled him into fame in the late 1920s, was getting women to smoke. Women didn't smoke in those days and he ran huge campaigns for Chesterfield. You know all the techniques—models and movie stars with cigarettes coming out of their mouths and that kind of thing. He got enormous praise for that. So he became a leading figure of the industry, and his book was the real manual.

Edward Bernays was an Austrian-American pioneer in the field of public relations and propaganda, referred to as "the father of public relations". Bernays was named one of the 100 most influential Americans of the 20th century by Life Magazine. He was the subject of a full length biography by Larry Tye called The Father of Spin (1999) and later an award-winning 2002 documentary by Adam Curtis called *The Century of the Self.*

His best-known campaigns include a 1929 effort to promote female smoking by branding cigarettes as feminist "Torches of Freedom" and his work for the United Fruit Company connected with the CIA-orchestrated overthrow of the democratically elected Guatemalan government in 1954. He worked for dozens of major American corporations including Procter & Gamble and General Electric, and for government agencies, politicians, and non-profit organizations.

HOLLYWOOD OVERVIEW:

Many would recoil at the thought of modern Hollywood cinema being used as a propagandist tool, but the facts seem to speak for themselves. There is long standing history of cooperation and compliance with various branches of government dating back to the earliest days of the industry. Democracies require narratives to rule. You simply must tell the masses who the good and bad guys are or they wont fight and die in wars. Movies are very useful for that. While some may enjoy these movies simply as entertainment, others, more impressionable, will be imbued with the images and ideas portrayed. A dramatic increase in military enlistment resulted after the release of Top Gun in 1984. Other films have continued this trend. The need for positive portrayals has only increased as Wikileaks, Snowden and other whistleblowers have exposed wrongdoing. The spy may have come in from the cold, but he continues to shelter in the shadows of the theater.

Major Findings in this Report

- Hollywood has a history of cooperation with government. Defense & CIA in particular
- Hollywood stories have a considerable affect on the populace who see them. Comprising a megaphone for American culture and when needed, a propaganda tool
- The corporate take over of major studio filmmaking has coincided with more product placement, watered down content for a mass audience and heavy marketing schemes over artistic license and depth of story.
- Revisionist history through filmmaking is changing the narrative, giving favorable portrayals to allies and negative portrayals to enemies. Increasingly that narrative is being changed not just by governments but elites with their own agendas
- America's favorite heroes are outlaws and mavericks. Men who break rules to succeed
- The awareness and understanding of art as propaganda is a great assest to free minds

Larger Questions

- Does art owe society any allegiance?
- Does the artist have a moral imperative to create socially conscious work?

Comcast, Time Warner Cable merger worries, outrages consumers   *~detroitnews.com*

Cable subscribers don't give Comcast and Time Warner Cable good grades when it comes to customer satisfaction. So after Comcast announced its $45 billion purchase of Time Warner Cable Thursday 2/13, it didn't take long for consumers to start venting their frustrations over high prices, spotty service and fears of a monopoly. The merger gives the giant a 57% share of the national market. Higher prices and ending net neutrality threatened

Facts

720 – The number of film Schools In the USA.
$11,319,833,245 - Total Domestic Box Office Gross in 2019
361,900 - Number of wage and salary jobs in the motion picture industries
Women directed 7% of the top 250 grossing films in 2009
Gaming industry surpassed Hollywood in revenue in early 2000s
International box office has surpassed domestic, often doubling the revenue earned in US

There are 1500 newspapers, 1100 magazines, 9000 radio stations, 1500 TV stations, 2400 publishers...

Owned by only 6 corporations

Selected History of Hollywood

1917: Pres. Woodrow Wilson's Committee on Public Information (CPI) enlisted the aid of America 's film industry to make training films and features supporting the 'war cause'.

1934: Hayes Production Code implemented to clean up the content in Hollywood films.
"No picture shall be produced that will lower the moral standards of those who see it… the audience's sympathies should never be thrown to the side of crime, wrongdoing, evil or sin."
"Law shall not be ridiculed, nor shall sympathy be created for its violation."
> It also prohibited: Sexual relationships between white & black races. Ridicule of the clergy
> Depicting any criminal escaping punishment or death

1941: WWII - Hollywood produced propaganda films, newsreels and docs for the war-effort. All war related films had to be approved by the Office of War Information.

1947: (HUAC) House Un-American Activities holds hearings on communists in Hollywood. It was mostly a smoke screen to flush out liberals during the red scare era and advanced the careers of co-chairman Richard Nixon and friendly witnesses Ronald Reagan

1947: Blacklisting in Hollywood begins – accused communist and liberals unable to work. Hollywood 10 given a year in prison for not complying with Congress. Blacklisting continues until mid fifties

1960s: Studio System collapses under competition from TV and is left looking for a new business model and financing.

AMERICANS.....
DON'T PATRONIZE REDS!!!!

YOU CAN DRIVE THE REDS OUT OF TELEVISION, RADIO AND HOLLY-WOOD.....
THIS TRACT WILL TELL YOU HOW.

1968: Hayes code is abandoned and MPA rating system adopted. The first film to receive an X rating under new MPA rules was the anti-establishment "Greetings"

1981: Ronald Reagan became the first movie-star President. His conservative reign and revival of the Cold War was reflected in Hollywood's many action-adventure films of the decade with aggressive, macho stars such as Sylvester Stallone and Clint Eastwood

1983: 20th Century Fox began to openly solicit deals to display brand names in its films

1986: "Top Gun" produced with unprecedented military cooperation and access - highlights a trend toward Dept. of Defense cooperation with favorable portrayals. Military recruitment dramatically increased following release. Producer Jerry Bruckheimer becomes CIA favorite

1990s: Multinational corporations buy up Hollywood studios making them a part of larger corporate entertainment division. Films become more of a vehicle for product placement and cross marketing of corporate assets such as music and consumer goods

1996: Telecommunications Act of 1996 deregulates the communications industry leading to massive mergers and acquisition till just 6 major companies own nearly all media

2000s: Emphasis on opening weekend results has forced studios to fast track success. Godfather took 6 weeks to catch on – today films are evaluated by weekend returns

2010s: International box office has replaced domestic box office in primacy resulting in films watered down content geared to an international audience. Large actions films and animation dominate at the box office because they dominate in international revenue

2010s: Studio's are so risk adverse, only adaptations from other media with built in audiences (pre-branded) are given primary consideration.

History lessons, with popcorn, for America's undergrads

Historian Arthur Schlesinger Jr. said, "The fact that film has been the most potent vehicle of the American imagination suggests all the more strongly that movies have something to tell us, not just about the surfaces but about the mysteries of American life." Today's movies also tell us a lot about the changing nature of teaching.   *~ Zach Messitte is President of Ripon College, WI*

As long-form journalism retreats, newspapers and television networks consolidate bureaus and the attention span for international news shrinks, the movies are a critical rough draft of history that affects higher education. It is imperative that Hollywood's best pictures continue to get these stories right, because they lay the groundwork for the next generation's understanding of the world and help inform a basic narrative of our politics and policies for years to come.

HISTORY OF COMPLIANCE

Scripts can often be the first casualties in Hollywood's theatre of war

Hollywood film-makers have frequently changed plot lines, altered history and amended scripts at the request of the Pentagon, according to recently released military documents. Producers and directors have often agreed to changes in order to gain access to expensive military hardware or to be able to film on military property. On many occasions films have been changed so that the US armed forces are shown in a more heroic fashion. Film companies agree to the changes because doing so saves them millions in production costs. If film-makers do not agree to alterations, assistance is withheld. Pentagon Approved: Armageddon, Air Force One, The Jackal, Pearl Harbor, Top Gun. Pentagon: Forrest Gump,
The Thin Red Line, Apocalypse Now, and Platoon.   *~theguardian.com*

Lights, Camera, Covert Action: The Deep Politics of Hollywood

Hollywood's longstanding and open relationship with the Pentagon is well known, but little of substance has been written about the more clandestine influences working through Hollywood in the post-9/11 world. The CIA in the mid-1990s began offering consultation and research assistance to producers. The spooks have even created a new full-time position: Public affairs liaison to Hollywood.   *~Centre for Global Research, The Guardian*

- In 1996 the CIA, hired Chase Brandon, a cousin of Tommy Lee Jones and a 26-year veteran paramilitary officer with experience "all over Latin America" as liaison. Brandon told the press, "We hate to see ugly imagery of us in television and films."
- The proliferation of pro-American films and television programs might be described as a cynical mind control operation, a psyop. John Rendon, a "strategic communications" firm hired by the Pentagon (at $100,000 a month) in the war on terrorism, describes himself as "an information warrior and a perception manager."
- Hollywood and the White House held numerous meetings from October to December, 2001. On 10/17, in response to 9/11, the White House announced the formation of its "**Arts and Entertainment Task Force,**" and by November, Jack Valenti had assumed leadership of Hollywood's new role in the 'War on Terror'.
- As a direct result of meetings, Congress sought advice from Hollywood insiders on how to shape an effective wartime message to America and to the world. In November 2001, John Romano, writer-producer of the popular TV series Third Watch, advised the House International Relations Committee that, "the content of Hollywood productions was a key part of shaping foreign perceptions of America"
- In November, 2001, Karl Rove and several dozen studio executives met in Beverly Hills to discuss the war on terrorism. "It's important to hear what Hollywood has on its mind." Actor Tom Cruise met with CIA officials to discuss ways of burnishing the agency's image in the upcoming Mission: Impossible 3.
- A variety of agencies have liaison offices in Hollywood today: FBI, NASA, Secret Service
- On the set 2003 thriller The Recruit, starring Al Pacino, a CIA agent was on set for the duration of the shoot under the guise of a consultant, but that his real job was to misdirect the filmmakers: "We didn't want Hollywood getting too close to the truth,"
- **Jennifer Garner**, TV show 'Alias' star, made an unpaid recruitment video for the CIA
- In 2000, it emerged that the White House's drug war officers had spent tens of millions of dollars paying the major US networks to inject anti-drug plots into the scripts of primetime series such as ER, The Practice, Sabrina the Teenage Witch and Chicago Hope. Despite criticism for this blatant propagandizing, the government continued to employ this method of spreading its message on drugs.

"There's a symbiosis between the CIA and Hollywood" ~ Bob Baer, Ex CIA

Argo   2012

Director: Ben Affleck
Writers: From **CIA agent** Tony Mendez's book "The Master of Disguise"
Stars: Ben Affleck, Bryan Cranston, John Goodman
Synopsis: Acting under the cover of a Hollywood producer scouting a location for a science fiction film, a CIA agent launches a dangerous operation to rescue 6 Americans in Tehran during the U.S. hostage crisis in Iran in 1980.
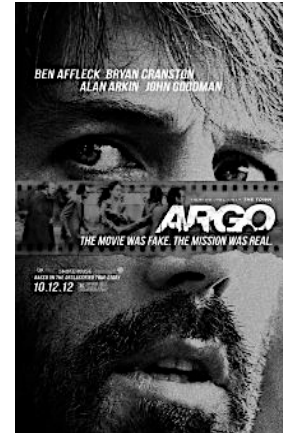
Awards	$$$$$
Oscar 2013 - Best Picture, Editing	Budget: $44.5million
Oscar 2013 - Best Writing, Adapted	Gross: $232,019,448

Timing of US Release: Oct. 12, 2012

Arrives prior to the US presidential election, and in the midst of an all-out propaganda campaign to demonize Iran and take America to war. Romney challenges Obama over Iran in their 3rd debate. This film, under the guise of a thriller, exacerbates anti-Iranian feeling in America and elsewhere and gives the CIA a positive portrayal in light of numerous allegations of crime by Wikileaks.

Reviews

"This is one of those films that depend on your not thinking much about it; for as soon as you reflect on what's happening rather than being swept up in the narrative flow, there doesn't seem much to it aside from the skill with which suspense is maintained despite the fact that you know how it ends. That is the virtue of an films like this; it doesn't linger in the memory and provoke afterthoughts."

~Stanley Fish

History Fact Check

- The Americans never resisted the idea of playing a film crew, In fact, the "house guests" chose that cover story themselves, from a group of three options the CIA had prepared.
- No "Script" was ever purchased by the CIA. No "Storyboards" were ever made
- They were not almost lynched by a mob of crazy Iranians in Tehran's Grand Bazaar
- There was no last-minute cancellation of the group's tickets by the Carter administration.
- The group underwent no interrogation at the airport about their imaginary movie, nor were they detained at the gate while a their phony office in Burbank was telephoned
- There was no last-second chase on the runway of Mehrabad Airport, with wild-eyed, bearded militants with Kalashnikovs trying to shoot out the tires of a Swissair jet.
- Jimmy Carter has even acknowledged that "90% of the contribution to the ideas and the consummation of the plan was Canadian"- while 'Argo' gives almost full credit to the CIA
- Ben Affleck's character in the film was only in Tehran a day and a half and the real hero was Ken Taylor, the Canadian ambassador who orchestrated the entire process."

One of the actual diplomats, Mark Lijek, noted that the CIA's fake movie "cover story was never tested and in some ways proved irrelevant to the escape." The departure of the 6 Americans from Tehran was actually uneventful. **"The truth is the immigration officers barely looked at us"**

Big Ben Affleck chimes in: "It's OK to embellish, it's OK to compress, as long as you don't fundamentally change the nature of the story and of what happened," "I go to pains to contextualize it and to try to be even-handed in a way that just means we're taking a cold, hard look at the facts." He told *Rolling Stone* that, when conceiving his directorial approach, he knew he "*absolutely had* to preserve the central integrity and truth of the story."

Protagonist Portrayal: Mendez is glorified as a cool headed mastermind and a underline maverick. He bucks his superiors who don't understanding his creativity. He's a regular guy doing a dirty job in a dangerous world… (*and also works out and emotes with his beard*)

Compliance In Art

- Ben Affleck has stated that the production was granted unprecedented access to the CIA's actual headquarters, both for interiors and exteriors, thanks to Mendez.
- The main person who pushed the story to be published was the former CIA director George Tenet who persuaded Tony Mendez to write his account of the mission.
- All Iranian characters are depicted as ethnic stereotypes. Violent and irrational
- "Argo" provides a myopic representation of both Iranians and their revolution, ignoring their hospitable side and desire for some degree of justice from the US
- The film's true crime, its deliberate exploitation of "its basis in history and its mode of detailed realism to create something that is entirely mythological." Not only is it "a trite cavalcade of action-movie clichés and expository dialogue," but "also **a propaganda movie in the truest sense, one that claims to be innocent of all ideology.**"
- In an interview with *The Huffington Post*, Affleck went so far as to say, "I tried to make a movie that is absolutely just factual. And that's another reason why I tried to be as true to the story as possible. I didn't want it to be politicized internationally or domestically in a partisan way. I just wanted to tell a story that was about the facts as I understood them."
- For Affleck, these facts apparently don't include understanding *why* the American Embassy in Tehran was overrun and occupied on November 4, 1979. "There was no rhyme or reason to this action," Affleck has insisted, claiming that the takeover "wasn't about us," Wrong, Ben. <u>One reason was the fear of another CIA-engineered coup d'etat like the one perpetrated in 1953 from the very same Embassy.</u>
- Another reason was the admission of the deposed Shah into the United States for medical treatment and asylum rather than extradition to Iran to face charges

"Argo" is an exercise in American exceptionalism - the most dangerous fiction that permeates our entire society and sense of identity. It reinvents history in order to mine a tale of triumph from an unmitigated defeat. The hostage crisis, which lasted 444 days and destroyed an American presidency, was a failure and an embarrassment. The US government and media has spent the 30 years tirelessly exacting revenge on Iran for it.

BEN AFFLECK'S 'ARGO' BAGGED $6.21 MILLION IN TAXPAYER MONEY
A new report by the Government Accountability Institute has discovered that, according to the California Film Commission, Argo, received $6.21 million in California film tax credits.

AFTERMATH
<u>Hostages:</u> 14 were released early. The 52 remaining hostages endured 444 days of captivity until their release January 20, 1981. **3 of the hostages were operatives of the CIA**
<u>Ill-fated secret rescue mission:</u> 8 U.S. servicemen were killed when a helicopter and a transport plane collided during a failed attempt to rescue the hostages in April 1980.
<u>Carter Presidency</u> tarnished and ruined. Reagan and the conservative backlash awaited in the 80s. The hostages were released on the day of Reagan's Inauguration. Its now known his campaign had secret negotiations with Iran in the fall of 1980 with his victory apparent.
~New Reports Say 1980 Reagan Campaign Tried to Delay Hostage Release ~NY Times
<u>The Iraq invasion of Iran</u> occurred less than a year after the embassy employees were taken hostage. The US and Britain backed Saddam Hussein in the war, giving Iraq arms, money, satellite intelligence, and even chemical & bio-weapon precursors. 90 US military advisors supported Iraqi forces and helped pick targets for Iraqi missile attacks.   ~globalpolicy.org

"You furnish the pictures and I'll furnish the war." ~William Randolph Hearst

The Sun Valley Meetings are annual get-togethers in Idaho in which several hundred of the biggest names in American media –including every major Hollywood studio executive– convene to discuss collective media strategy for the coming year. Against the idyllic backdrop of expansive golf courses, pine forests and clear fishing lakes, deals are struck, contracts are signed, and the face of the American media is quietly altered. The press has yet to be granted permission to report on these corporate media gatherings and so the exact nature of what is discussed at the events has never been publicly disclosed. It is known that **CIA head George Tenet** was keynote speaker at Sun Valley in 2003 & 2005

Counterpoint: Nicolas Meyers letter to LA times

Anyway, the best novels and movies frequently inspire people to learn the facts. After experiencing the visceral pleasure a movie provides, curiosity may be piqued. It needn't diminish our pleasure or invalidate our feelings to learn after the fact that the Americans' narrow escape from Iran at the end of ["Argo"](#) was not the nip-and-tuck affair depicted in the film. But weren't we on the edge of our seats watching it? Such exaggerations need not diminish our enjoyment of the fictions they inspired.

Art serves many purposes, but among these, surely, is escape from reality. There ought to be room for fantasy in our lives. Stories, even when they aspire to what we term "realism," are attempts to improve on reality, to sharpen and organize it, if nothing else. Goodness knows, we cannot escape "reality," but movies Ought to be entitled to give us a break from it now and then without the fact-checkers piling on.

Movie theaters face 'existential' threat from COVID-19: 'Without new movies, it's over'

The sustained closures are taking a huge bite out of the theatrical movie business, effectively quashing the traditional summer box office season that normally accounts for 40% of annual ticket sales. Wedbush Securities estimates that the North American box office will total $4.4 billion in 2020, down 61% from last year. (In 2019, box office revenue was $11.4 billion, a 4% dip from the prior year.)

Furthermore, if studios don't start releasing new movies soon, it could do lasting damage to the industry, he said. "If the answer is, 'We're going to wait until 100% of theaters are open, we're not going to be there until a year from now when there's a vaccine," Fithian said. "This is existential for the movie theater industry. If we go a year without new movies, it's over."

Releasing a big movie during a pandemic will be risky, especially for the first major titles to hit theaters. Nonetheless, Nolan, an ardent supporter of theatrical exhibition, and film studio Warner Bros. have remained determined to chart a successful theatrical release for "Tenet." "We see this as an important time to work with exhibitors to figure out how to be healthy and responsible at the same time," said Jeff Goldstein, Warner Bros. Pictures' president of domestic distribution. "We're being smart about it."

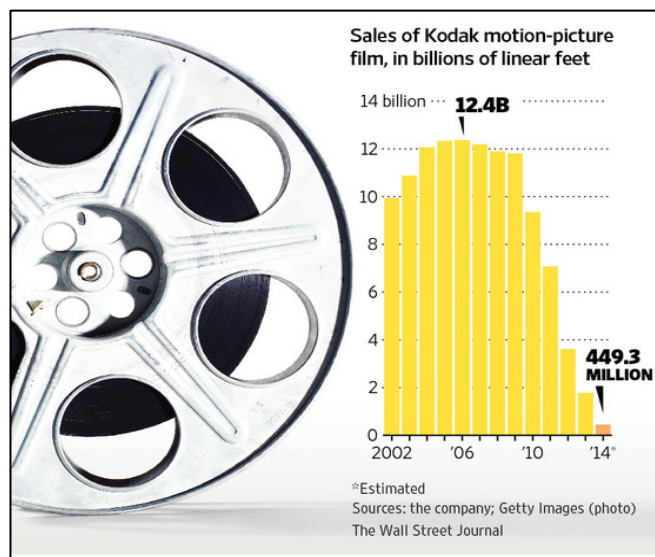**Drive-in movie theaters are making a comeback thanks to coronavirus** The outdoor cinema venues have been popping up all over the country in recent weeks. Local small business owners who have been forced to shut down operations due to social distancing mandates have been reopening old drive-ins or building make-shift theaters in parking lots

Movie Film, at Death's Door, Gets a Reprieve

Tarantino, Abrams Mount Campaign to Get Studios to Promise Orders From Kodak

Faced with the possible extinction of the material that made Hollywood famous, a coalition of studios is close to a deal to keep Eastman Kodak Co. in the business of producing movie film. The negotiations—secret until now—are expected to result in an arrangement where studios promise to buy a set quantity of film for the next several years, even though most movies and television shows these days are shot on digital video. Kodak's new chief executive, Jeff Clarke, said the pact will allow his company to forestall the closure of its Rochester, N.Y., film manufacturing plant, a move that had been under serious consideration. Kodak's motion-picture film sales have plummeted 96% since 2006, from 12.4 billion linear feet to an estimated 449 million this year. With the exit of competitor Fujifilm Corp. last year, Kodak is the only major company left producing motion-picture film.

Sales of Kodak motion-picture film, in billions of linear feet

12.4B

449.3 MILLION

*Estimated
Sources: the company; Getty Images (photo)
The Wall Street Journal

Journey from Film to Digital

- **1889:** Kodak produces the first commercial transparent film roll
- **1927:** "The Jazz Singer" is the first "talkie," or motion picture with sound
- **1935:** "Becky Sharp" is the first live-action feature film made in Technicolor. The new technology would become broadly popular over the next few years with hits including "The Wizard of Oz" and "Gone With the Wind."
- **1952:** "Bwana Devil" is the first 3-D color feature film, setting off a brief craze
- **1989:** Digital editing bays introduced
- **1999:** Star Wars: The Phantom Menace is the 1st digitally projected film
- **2002:** Star Wars: Attack of the Clones is 1st film shot entirely on digital cameras
- **2003:** "Collateral" Used digital cameras to give a film the 1st video look
- **2005:** Panavision Genesis camera – first full frame camera, using existing lens
- **2007:** Red 1 Camera available to public. Greater resolution, light capture
- **2008:** Slumdog Millionaire takes digital filming to anther level with handheld capture and 1st Best Cinematography award for digital filming
- **2009:** "Avatar" takes digital filmmaking mainstream with box office success
- **2011:** Arriflex Alexa Camera becomes industry standard with film like look
- **2013:** "The Wolf of Wall Street" is the first movie distributed entirely digitally, with no film prints
- **2015:** 97% of USA theaters use digital projection

The AP has only so many reporters, and CNN only has so many cameras, but we've got a world full of people with digital cameras and Internet access. ~Howard Rheingold

| **Media & Society** | **Marshal McLuhan** |

Marshall McLuhan, (July 21, 1911 – Dec. 31, 1980) was a Canadian philosopher of

communication theory and a public intellectual. He was the first major communications theorist of how the new media have the power to transform human nature. No matter how powerful or persuasive the message, he said, it's the media that have changed our patterns of thought and behaviour. Now, in a world dominated by the Internet and social media, his revolutionary ideas are as hotly debated as they were in the 1960s, when he became an academic star known worldwide for his catchy slogans "the medium is the message," "the global village," and "hot and cool media." Today, McLuhan is back in the spotlight again, this time as the first seer of cyberspace.

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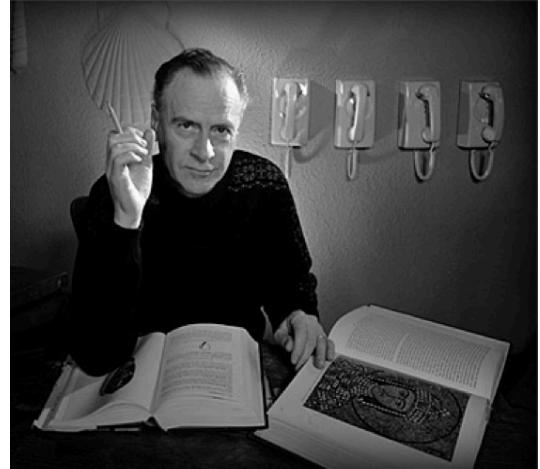
The words & ideas of Marshall McLuhan

All media are extensions of some human faculty – psychic or physical

      The wheel is an extension of the foot

          The book an extension of the eye

             Clothing, an extension of the skin

                Electric circuitry, extends the central nervous system

Media, by altering the environment, evoke in us unique ratios of sense perceptions. The extension of any one sense alters the way we think and act - the way we perceive the world. When these ratios change, men change.   ~M.McLuhan

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"It is **critical vision** alone which can **mitigate** the unimpeded operation of **the automatic.**"

Marshall McLuhan, Canadian Professor of English Literature *The Mechanical Bride, 1951*

ProCon.org

The shock that McLuhan experienced in his first teaching post propelled him toward media analysis. Though his students at the University of Wisconsin were only five to eight years younger then he, he felt removed from them by a generation. He suspected that this had to do with ways of learning and set out to investigate it. The investigation led him back to lessons on the training of perception from his Cambridge professors, such as I.A. Richards (*The Meaning of Meaning*), and forward to discoveries from James Joyce in Finnegans Wake, the symbolist poets, Ezra Pound; back to antiquity and the myth of Narcissus, forward to the mythic structure of modern Western culture dominated by electric technology. "I am applied Joyce" *~M[2]*

"We look at the present through a rear-view mirror. We march backwards into the future."

His thought, though ᴠᴏʟᴜᴍɪɴᴏᴜs, is frequently reduced to <u>one-liners</u>, and small sound bites, which sum up the more complicated content of his rigorous examination of the *media*, a word that he coined. Concerning the new status of man in ᴛᴇᴄʜɴᴏʟᴏɢɪᴄᴀʟ, and media-dominated society, he said:

> *"If the work of the city is the remaking or translating of man into a more suitable form than his nomadic ancestors achieved, then might not our current translation of our entire lives into the spiritual form of information seem to make of the entire globe, and of the human family, a single consciousness?" M²*

In statements like this, McLuhan both announces the existence of a *global village*, another word he is credited for coining, and predicts the intensification of the world community to its present expression. All of this was done in the early 1960s at a time when television was still in its infancy, and the personal computer was almost twenty years into the future.

> **"Mᴇɴ ᴏɴ ꜰʀᴏɴᴛɪᴇʀs, ᴡʜᴇᴛʜᴇʀ ᴏꜰ ᴛɪᴍᴇ ᴏʀ sᴘᴀᴄᴇ, ᴀʙᴀɴᴅᴏɴ ᴛʜᴇɪʀ ᴘʀᴇᴠɪᴏᴜs ɪᴅᴇɴᴛɪᴛɪᴇs. Nᴇɪɢʜʙᴏʀʜᴏᴏᴅ ɢɪᴠᴇs ɪᴅᴇɴᴛɪᴛʏ. Fʀᴏɴᴛɪᴇʀs sɴᴀᴛᴄʜ ɪᴛ ᴀᴡᴀʏ." ~M²**

McLuhan Percepts and Terms

1. <u>Suspended Judgment</u> Look at the world without a POV. Understanding is best without a point of view and especially without emotion
2. <u>Tetrad</u>: 4 questions asked about any medium
   a. What does it enhance?
   b. What does it make obsolete?
   c. What does it retrieve?
   d. What does it flip into if pushed to extreme
3. <u>Services:</u> Commonly desirable outcomes that are produced. Preferable term to 'good'

4. <u>Disservices:</u> Less desirable outcomes that can impede. Preferable term to 'bad'
5. <u>Hidden Effects:</u> Unseen, subtle yet powerful underlying effects produce by a medium and especially by technology. *The artists are the antennae of the race. They reveal the hidden effects and make them palatable.*
6. <u>Effects precede Causes</u>: Effects sometimes (strangely and illogically) precede causes. Almost foreshadowing their mothers. Pointillism precedes TV, Pixels
7. <u>Sense Ratio Shifting</u>: Shifting the balance of senses that a media activates. Radio only activates hearing. When radio grows legs as TV, there is a dramatic sense ratio shift
8. <u>Figure and Ground:</u> McLuhan believed that in order to grasp fully the effect of a new technology, one must examine figure (medium) and ground (context) together, since neither is completely intelligible without the other. McLuhan argued that we must study media in their historical context, particularly in relation to the technologies that preceded them. The present environment, is made up of the effects of previous technologies, giving rise to new technologies, which, in their turn, further affect society and individuals.
9. <u>Percepts *not* Concepts</u>: Using intuitive and sensory input to make observations
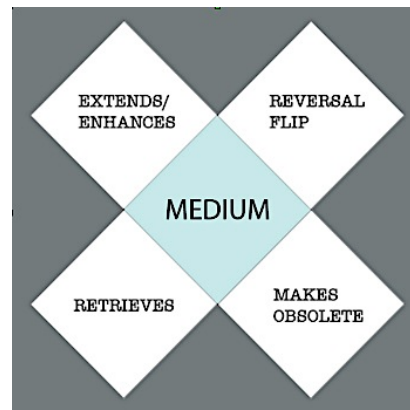
Famous McLuhan Memes:

1. The Medium is the Massage: McLuhan proposed that media themselves, not the content they carry, should be the focus of study—popularly quoted as "the medium is the message". McLuhan's insight was that a medium affects the society in which it plays a role not by the content delivered over the medium, but by the characteristics of the medium itself. McLuhan pointed to the light bulb as a clear demonstration of this concept. A light bulb does not have content in the way that a newspaper has articles or a television has programs, yet it is a medium that has a social effect; that is, a light bulb enables people to create spaces during nighttime that would otherwise be enveloped by darkness. He describes the light bulb as a medium without any content. "A light bulb creates an environment by its mere presence."

> **UPDATED TO:**
> User as Content: Idea that users of the media will become the content found there. Example: Facebook, Reality TV shows, YouTube etc.

2. Global Village: Is his frame for a world in which everyone is connected. In the early 1960s, McLuhan wrote that the visual, individualistic print culture would soon be brought to an end by what he called "electronic interdependence": when electronic media replace visual culture with aural/oral culture. In this new age, humankind will move from individualism and fragmentation to a collective identity, with a "tribal base." McLuhan's coinage for this new social organization is the *global village*. Example: World wide web

McLuhan appearing in Woody Allen's "Annie Hall"

> **UPDATED TO:**
> Global Theater: reflecting the theatrical nature of mass comm.

3. Hot & Cold Media: McLuhan also stated that different media invite different degrees of participation on the part of a person who chooses to consume them. Some media, like the movies, were "hot"— that is, they enhance one single sense, in this case vision, in such a manner that a person does not need to exert much effort in filling in the details of a movie image. McLuhan contrasted comics, which due to their minimal presentation of visual detail require a high degree of effort to fill in details that the cartoonist may have intended to portray. A movie is thus said by McLuhan to be "hot", intensifying one single sense "high definition", demanding a viewer's attention, and a comic book to be "cool" and "low definition", requiring much more conscious participation by the reader to extract value. Hot media also include radio, as well as film, the lecture and photography.

~ MᴄLᴜʜᴀɴ ɪs ᴄʀᴇᴅɪᴛᴇᴅ ᴡɪᴛʜ ᴄᴏɪɴɪɴɢ ᴛʜᴇ ᴘʜʀᴀsᴇ Tᴜʀɴ ᴏɴ, ᴛᴜɴᴇ ɪɴ, ᴅʀᴏᴘ ᴏᴜᴛ ʙʏ ɪᴛs ᴘᴏᴘᴜʟᴀʀɪᴢᴇʀ, Tɪᴍᴏᴛʜʏ Lᴇᴀʀʏ, ɪɴ ᴛʜᴇ 1960s. Iɴ ᴀ 1988 ɪɴᴛᴇʀᴠɪᴇᴡ Lᴇᴀʀʏ sᴛᴀᴛᴇᴅ ᴛʜᴀᴛ sʟᴏɢᴀɴ ᴡᴀs "ɢɪᴠᴇɴ ᴛᴏ ʜɪᴍ" ʙʏ MᴄLᴜʜᴀɴ ᴅᴜʀɪɴɢ ᴀ ʟᴜɴᴄʜ ɪɴ NYC.

~ Aɴᴅʏ Wᴀʀʜᴏʟ ᴘᴀʀᴀᴘʜʀᴀsᴇᴅ MᴄLᴜʜᴀɴ ᴡɪᴛʜ ʜɪs ꜰᴀᴍᴏᴜs 15 ᴍɪɴᴜᴛᴇs ᴏꜰ ꜰᴀᴍᴇ ǫᴜᴏᴛᴇ

Deciphering McLuhan Quotes

History and the Printed word
The print-made split between head and heart is the trauma which affects Europe from Machiavelli till the present.

Literacy, the visual technology, dissolved the tribal magic by means of its stress on fragmentation and specialization and created the individual. The portability of the book, like that of the easel-painting, added much to the new culture of individualism.

Literacy, in translating man out of the closed world of tribal depth and resonance, gave man an eye for an ear ushering him into a visual open world of specialized and divided consciousness.

Print created national uniformity and government centralism, but also individualism and opposition to government as such.

On Society
A huge passivity has settled on industrial society. For people carried about in mechanical vehicles, earning their living by waiting on machines, listening much of the waking day to canned music, watching packaged movie entertainment and capsulated news, for such people it would require an exceptional degree of awareness and an especial heroism of effort to be anything but supine consumers of processed goods.

Pornography and violence are by-products of societies in which private identity has been...destroyed by sudden environmental change. Any loss of identity prompts people to seek reassurance and rediscovery of themselves by testing, and even by violence. Today, the electric revolution, the wired planet, and the information environment involve everybody in everybody to the point of individual extinction.

News Coverage
The coverage is the war. If there were no coverage, there'd be no war. Yes, the newsmen and the mediamen around the world are actually the fighters, not the soldiers anymore.

The headline is a feature that began with the Napoleonic Wars. The headline is a primitive shout of rage, triumph, fear, or warning, and newspapers have thrived on wars ever since.

The nation-wide fever of big sports competitions acts as a spur to war fever in circumstances like ours. Any kind of excitement or emotion contributes to the possibility of dangerous explosions when the feelings of huge populations are kept inflamed even in peacetime for the sake of the advancement of commerce. Headlines mean street sales. It takes emotion to move merchandise. And wars and rumors of wars are the merchandise and also the emotion of the popular press.

Advertising - Advertising is the greatest art form of the twentieth century.

Advertising is a vast military operation. Openly and brashly intended to conquer the human spirit. The advertiser plays around with human beings as his private pigment. He smears us. Historians of the future will pour over our advertising world with the sort of intensity that we should have long been doing.

Public Relations
The literate man is a sucker for propaganda...You cannot propagandize a native. You can sell him rum and trinkets, but you cannot sell him ideas.

Television

The discarnate TV user lives in a world between fantasy and dream, and is in a typically hypnotic state, which is the ultimate form and level of participation.

One of the many effects of television on radio has been to shift radio from an entertainment medium into a kind of nervous information system.

Try not to have Emily exposed to hours and hours of TV. It is a vile drug which permeates the nervous system, especially in the young.   ~Letter to his son, regarding grand daughter

Technology

The dominant technologies of one age become the games and pastimes of a later age.

Every innovation scraps its immediate predecessor and retrieves still older figures – it causes floods of antiques or nostalgic art forms & stimulates the search for museum pieces.

As Narcissus fell in love with an outering (projection, extension) of himself, man seems invariably to fall in love with the newest gadget or gimmick that is merely an extension of his own body.
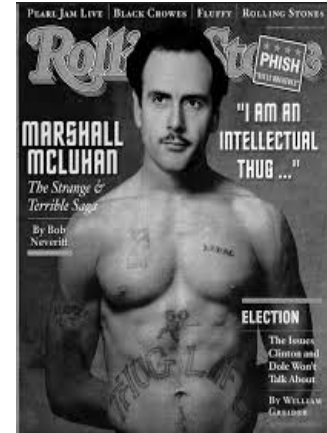
The bias of each medium of communication is far more distorting than the deliberate lie.

"**Making the news**" is a very strange phrase, the media themselves can now create events that are so much bigger than people, so much bigger than the audience, that it really is a new *mythic* form."

Websites
marshallmcluhanspeaks.com
marshallmcluhan.com/
mcluhanmedia.com
mcluhangalaxy.wordpress.com/
venicewake.org

Consider in that regard what we call coverage. Coverage now is no longer just on a single individual but on a whole complex action. In turn, don't you think that in both Vietnam and in the North of Ireland that the audience wants to get into the action, that the coverage encourages the audience to get into the action? I have been told by reporters from the North of Ireland that when the news is not on, and the cameras are ready to go, the public is all out in the streets ready to go into action as soon as the cameras are. They all retire inside to watch the news, and then come outside to participate in covering the news and in acting it out themselves. Now I think the difference between hired actors and the public itself is tending to merg

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Marshall McLuhan Interview

Because all media, from the phonetic alphabet to the computer, are extensions of man that cause deep and lasting changes in him and transform his environment. Such an extension is an intensification, an amplification of an organ, sense or function, and whenever it takes place, the central nervous system appears to institute a self-protective numbing of the affected area, insulating and anesthetizing it from conscious awareness of what's happening to it. It's a process rather like that which occurs to the body under shock or stress conditions, or to the mind in line with the Freudian concept of repression. I call this peculiar form of self-hypnosis Narcissus narcosis, a syndrome whereby man remains as unaware of the psychic and social effects of his new technology as a fish of the water it swims in. As a result, precisely at the point where a new media-induced environment becomes all pervasive and transmogrifies our sensory balance, it also becomes invisible. This problem is doubly acute today because man must, as a simple survival strategy, become aware of what is happening to him, despite the attendant pain of such comprehension. The fact that he has not done so in this age of electronics is what has made this also the age of anxiety, which in turn has been transformed into its Doppelgänger — the therapeutically reactive age of anomie and apathy. But despite our self-protective escape mechanisms, the total-field awareness engendered by electronic media is enabling us — indeed, compelling us — to grope toward a consciousness of the unconscious, toward a realization that technology is an extension of our own bodies. We live in the first age when change occurs sufficiently rapidly to make such pattern recognition possible for society at large. Until the present era, this awareness has always been reflected first by the artist, who has had the power — and courage — of the seer to read the language of the outer world and relate it to the inner world.

What is the Meaning of The Medium is the Message? by Mark Federman

Marshall McLuhan was concerned with the observation that we tend to focus on the obvious. In doing so, we largely miss the structural changes in our affairs that are introduced subtly, or over long periods of time. Whenever we create a new innovation - be it an invention or a new idea - many of its properties are fairly obvious to us. We generally know what it will nominally do, or at least what it is intended to do, and what it might replace. We often know what its advantages and disadvantages might be. But it is also often the case that, after a long period of time and experience with the new innovation, we look backward and realize that there were some effects of which we were entirely unaware at the outset. We sometimes call these effects "unintended consequences," although "unanticipated consequences" might be a more accurate description.

Many of the unanticipated consequences stem from the fact that there are conditions in our society and culture that we just don't take into consideration in our planning. These range from cultural or religious issues and historical precedents, through interplay with existing conditions, to the secondary or tertiary effects in a cascade of interactions. All of these dynamic processes that are entirely non-obvious comprise our ground or context. They all work silently to influence the way in which we interact with one another, and with our society at large. In a word (or four), ground comprises everything we don't notice.

SOUND & MUSIC

Record Industry Now <u>Conflicting Currents: Desktop vs.Touring</u>

1. Profits margins are way down but costs are down ALSO
    - Desktop mixing saves money on studio rental
    - Social media affords free marketing for artists
    - Justin Beiber got famous from videos posted to web
2. Dominated by computer generated music
    - Cheap Software can do amazing things
    - Pro Mixing board is still better for mixing
3. Earning from Record sales is dropping
    - More of a promotional tool for selling concert tickets
    - Piracy and file sharing is too easy
4. Big recording labels offering 360° deal
    - includes concert sales, t-shirt, merch, everything
    - Want to manage an artist's entire output
5. Bands must tour to make money
    - This is why older groups continue to tour
    - Licensing song to commercials and film a growing market
    - Concert prices have gone way up to compensate
6. Singles have replaced Albums due to downloading culture

Record Industry Future   <u>From Industry Lawyer</u>

1. "The music industry is going away. The means to produce quality music is cheaply available to all. There is no need for an industry. Its going totally independent"
2. Copyright & Licensing are remaining for Industry to make money. But copyright is going away too
3. 360° model has failed – artists and promoters reneged on deal or underreported earnings
4. EDM is making some money cause its just a guy and a laptop
5. Losing SOPA was a big deal. The nail in the coffin for business.

The Copyright Act of 1976 is the primary basis of copyright law in the USA

1. The right to *reproduce* the work into copies
2. The right to *distribute* copies to the public by sale or rental
3. The right to create *derivative works* of the original work
4. The right to *perform* the work publicly
5. Covers all music made from 1975 on
6. Ownership of copyright reverts to author (musician) after 35 years.
7. Many labels are offering artists a huge payout to fully own their copyright
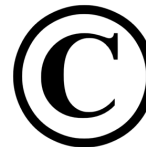
"The music business is a cruel and shallow money trench, a long plastic hallway where thieves and pimps run free, and good men die like dogs. There's also a negative side." **~Hunter S Thompson**

The Problem With Music   by Steve Albini

Whenever I talk to a band who are about to sign with a major label, I always end up thinking of them in a particular context. I imagine a trench, about four feet wide and five feet deep, maybe sixty yards long, filled with runny, decaying shit. I imagine these people, some of them good friends, some of them barely acquaintances, at one end of this trench. I also imagine a faceless industry lackey at the other end holding a pen and a contract waiting to be signed. Nobody can see what's printed on the contract. It's too far away. The lackey shouts to everybody that the first one to swim the trench gets to sign the contract. Everybody dives in the trench and they struggle furiously to get to the other end. Two people arrive simultaneously and begin wrestling furiously, clawing each other and dunking each other under the shit. Eventually, one of them capitulates, and there's only one contestant left. He reaches for the pen, but the Lackey says "Actually, I think you need a little more development. Swim again, please. Backstroke". He does of course. Take a band I know - pretty ordinary, but they're also pretty good that signed to a moderately sized independent label. They sold 250,000 albums -considerable success by most standards - making the music industry over $3 million, yet still ending up $14,000 in debt. The band members have each earned about 1/3 as much as they would working at 7/11, but they got to ride in a tour bus for a month

'The Problem With Music' has been solved by the internet

It's now 20 years since Steve Albini, the legendary rock music producer penned that seminal essay. It detailed how the entire food chain of the music business was set up to profit from the end product, except for the artists who actually conceived and made it. Many aspiring musicians of a certain age would have come across this inspirational piece of writing, thanks largely to the internet. So it's quite fitting that since then, the same irrepressible force - the internet - has largely dismantled the profit centers the music industry has relied on for most of its existence.

Over the past two decades the way recorded music is consumed has changed irrevocably. Napster and the various copycat file sharing services it spawned taught an entire generation of would-be CD buyers to expect to be able to listen to their favorite music for free. Not long after, Apple's iTunes made it more attractive for those who are prepared to pay for music to buy individual songs rather than full albums.

In the physical music era, company executives and the music press were the arbiters of taste— a band needed to convince a label to sign it, fund it, and often get critics to like it, to have a realistic shot at success. These days, it's a much more meritocratic process: people can make music in their garage and reach their audiences through any number of internet avenues. "You can literally have a worldwide audience for your music….with no corporate participation, which is tremendous," Albini says.

Yet, amid the collapse of the old music business model, the underlying economics for artists have quietly undergone a significant transformation. Ticket prices for live music have increased significantly. Arguably, this reflects the fact in that our internet-connected, device obsessed society, people are increasingly seeking out tangible experiences. It ultimately means that live performances are likely to be the main way successful artists starting out today will earn their living. "I think that's a totally much more direct and genuine way for an audience to pay for a band, and a much more efficient means of compensation" Albini says

Copyright law Killing Creativity ~economist.com

IMAGINE that drug companies were so successful at lobbying governments that they won an extension of their patents from 20 years, as they are today, to 100 years; and that the scope of those rights was extended so that future medical discoveries were in effect blocked. The ensuing public outcry would almost certainly result in the law being rewritten in favor of scientific advancement.

Yet this is actually happening (and with little public scrutiny) in a different area of intellectual property: copyright law. As more and more forms of content go digital, the owners of that content are becoming more possessive and turning increasingly to the law for help. The result is a "permission culture", argues Lawrence Lessig, a professor at Stanford Law School and a leading authority on internet law, where creators increasingly need legal approval for their works, not a "free culture" where creativity is presumptively allowed, as was the case in the past.
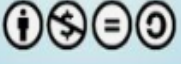
Copyright was originally designed to restrict publishers from exerting too much control over information; today it constrains individuals from creating new works. This is because, in America at least, the duration of copyrights has increased (from 28 yrs in the 19th century to as much as 95 yrs today), and their scope has widened (to include all works, not just the minority that used to be registered). It now also applies to almost all media, not just printed matter, and to derivative works. Such broad application was never intended, nor existed, in the past.

Although Mr. Lessig's analysis sticks to America, the problem he identifies is increasingly a global one. As the internet and computing technology allow more efficient ways to create, share and transform content, large media companies are lobbying for laws and filing law suits to preserve their businesses. Recent suits by the Recording Industry Asso. of America for millions of dollars lost thanks to music piracy are but one example.

Instead of adapting to the internet, media companies are using the law to change the very features of the internet that make it so successful. Mr Lessig is no cyber-utopian promoting piracy or an end of copyright. Instead, he argues for a more reasonable balance, by redefining copyright law closer to the function that it served in the past. "A society that defends the ideals of free culture must preserve precisely the opportunity for new creativity to threaten the old," he writes.

The author himself is a partisan. Seeing the deficiencies in copyright law, he co-founded an organization in 2001 called Creative Commons to allow content-creators to license their works in ways that are **open rather than restrictive.**

Ultimately, "Free Culture" is about neither law nor technology, the author's areas of expertise. It is about power. Specifically, it concerns the way in which financial and political power are used by corporations to preserve the status quo and to further their own commercial interests. This may be to the detriment of something more socially valuable: a loss of creativity that can never be measured.

Traditional Copyright ©	Creative Commons (cc)	Public Domain
Work **cannot** be used, adapted, copied, or published without the creator's permission	Work may be used **without** permission, but only under certain circumstances. ••• Creators set **rules** for the way their work is used. 🄯 🄎 🄓 🄔	Work can be used, adapted, copied, and published, completely **without** restrictions, no permission needed.
What does it apply to?		**What does it apply to?**
All original work is protected under copyright when it's created.	**What does it apply to?** Only work that creators have chosen to designate as Creative Commons.	Work published prior to 1923, work by long-dead creators, and work that creators have placed in the Public Dom...

It's illegal to sing Happy Birthday in public.....
In 1988 Warner Chapel Music purchased the rights to the song for $25 million. Collectively it earns them about 2 million a year. In 1995 ASCAP tried to extort money from the Girl Scouts of America for singing the song regularly around campfires. They were forced to drop their case due to media pressure and public outcry.

Copyright Law: Hindering Global Creativity

Posted on November 4, 2013   *~sites.psu.edu*

In his book Remix, Stanford"s Lawrence Lessig argues for a new approach. For the past decade, Lawrence Lessig, a professor of law at Stanford Law School, has been best known as an iconoclastic, inventive voice for copyright reform. In his new book Remix: Making Art and Commerce Thrive in the Hybrid Economy, Lessig argues that copyright law has not kept up with innovation and is in fact holding it back. Remix is of a piece with Lessig's previous work, but it's in the Internet arena, the focus of Remix, that he makes his most powerful arguments yet for revising copyright to enable innovation and create new markets. The Internet-enabled world of mashups and remixes — an intertwining of art that people create and art that people appropriate — has led us, Lessig argues, to a new "read/write culture."

The current laws surrounding copyright and content media are in impedance to creativity in the digital age. "The 20th century was defined by a read-only culture, where "creativity was consumed, but the consumer was not the creator." With the creation of the Internet, we have been evolving into a read-write culture, which is defined as a culture where people participate in the creation and re-creation of that culture. A culture where media content was changed or remixed by people, not for monetary gain, but for love of just doing it.

I would have to agree with Lessig's views of the current state of copyright law and how it ineffective it is. The biggest problem is enforcing this law on today's culture since most of the infringement of copyright occurs over the Internet. It would be impossible and inefficient to put charges on every single individual who violated copyright. The simple fact of sharing music between friends already violates this law.

The absolute transformation of everything that we ever thought about music will take place within 10 years, and nothing is going to be able to stop it. I see absolutely no point in pretending that it's not going to happen. I'm fully confident that copyright, for instance, will no longer exist in 10 years.   **~David Bowie**
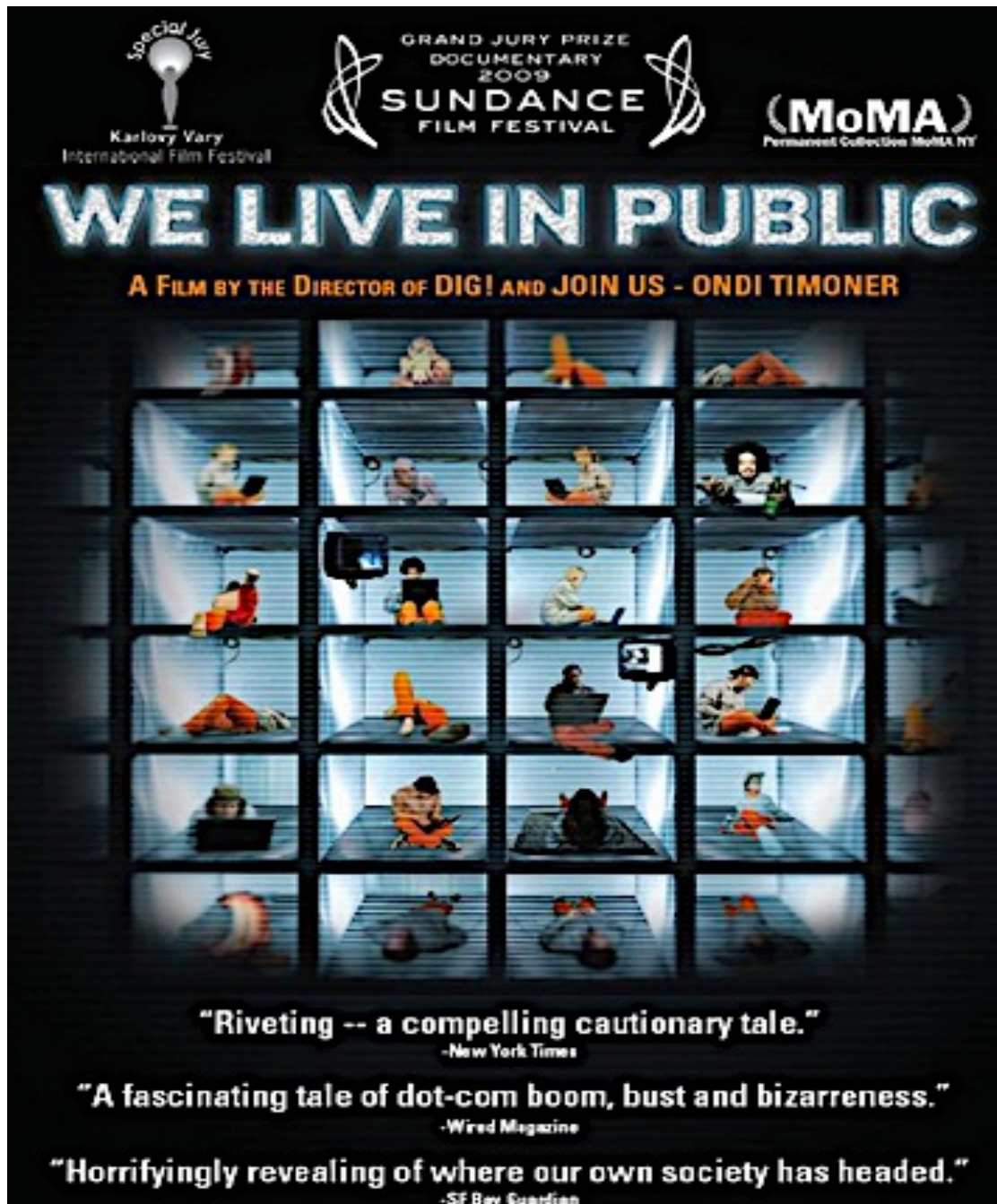
SYNOPSIS: 2009 documentary film by Ondi Timoner, which profiles Internet pioneer Josh Harris. Its theme is the loss of privacy in the Internet age. The film details the experiences of "the greatest Internet pioneer you've never heard of," Josh Harris. The dot-com millionaire founded Pseudo.com, the first Internet television network during the infamous tech boom of the late '90s. Among Harris' experiments touched on in the film is the art project "Quiet: We Live in Public," an Orwellian, Big Brother concept developed in the late '90s which placed more than 100 artists in a human terrarium under New York City, with myriad webcams following and capturing every move the artists made.

LANGUAGE ~

Definition

a : the words, their pronunciation, and the methods of combining them used and understood by a community

b (1) : audible, articulate, meaningful sound as produced by the action of the vocal organs (2) : a systematic means of communicating ideas or feelings by the use of conventionalized signs, sounds, gestures, or marks having understood meanings

Number of Speakers in millions, percentage, UN, Countries spoke

Native L	with 2L	millions	%	Trend		Countries Spoken
1. Mandarin	(1)	955	14.1%		UN	China, Taiwan
2. Spanish	(3)	405	5.85%		UN	Spain, So/Central America, Africa
3. English	(2)	360	5.52%	Down	UN	North America, Colonies,
4. Hindi	(5)	310	4.46%			India
5. Arabic	(4)	295	4.23%		UN	Middle East, Africa
6. Portuguese	(?)	215	3.08%			Brazil, Portugal, Mozambique
7. Bengali	(7)	205	3.05%			India
8. Russian	(?)	155	2.42%	Down	UN	Russia, Asia
9. Japanese		125	1.25%	Same		Japan
10. Punjabi		100	1.44%			India, Pakistan
11. German		89	1.39%	Down		Germany, Austria
18. French	(6)	80	1.12%	Down	UN	France, Africa, Colonies

- Number of living languages: 6912
- There are 2,400 languages classified as being endangered. Nearly extinct: 516
- Language spoken by the greatest number of non-native speakers: English
- **1/4 of the world's population speaks at least some English**
- Country with the most languages spoken: Papua New Guinea has 820
- How long have languages existed: Since about 100,000 BC
- First language ever written: Sumerian or Egyptian (about 3200 BC)
- Oldest written language still in existence: Chinese or Greek (about 1500 BC)
- Language with the most words: English, approx. 250,000 distinct words
- Language with the fewest words: Taki Taki (also called Sranan), 340 words. TakiTaki is an English-based Creole spoken by 120,000 in Suriname.
- Language with the largest alphabet: Khmer (74 letters). Cambodia, 12 million
- The most widely published language: English. The US has no official language.
- Language which has won the most Oscars: Italian (12 for Best Foreign Film)
- The most common consonant sounds in world's languages: /p/, /t/, /k/, /m/, /n/
- Longest word in the English: pneumonoultramicroscopicsilicovolcanoconiosis (45)
- The most difficult language to learn is Basque, which is spoken in northwestern Spain and southwestern France. It is unrelated to any other language in the world. It has an extremely complicated word structure and vocabulary.
- Somalia is the only African country where the entire population speaks the same language, Somali.

How we learn language

Learning language is something we're born to do. As children, we learn to think, learn to communicate and intuitively pick up an understanding of grammar rules in our mother tongue, or native language. From then on, we learn all new languages in relation to the one we first knew - the one that we used to understand the world around us for the first time.

English Peculiarities

1. **Every language has some peculiarities**. Grammar of some languages is quite complex. Some languages do not have sufficient number of words. Some languages have no script. Some languages are spoken by millions of persons. Some are spoken by just few hundred persons. We shall see here some peculiarities of the English language.

2. We all know that **England is the birthplace of English language.** Due to process of history, this language has spread to many parts of the world. It is used as a link language for International business and diplomacy. It is rich in all kinds of literature, including technical books and journals. It is studied as a second language by millions of people in many non-English countries.

3. **English is a mixture of several languages**. It contains several words of the Anglo-Saxon dialect spoken in ancient England. It has absorbed thousands of words from many other languages such as French, Latin, German, Greek and so on. One can find even Sanskrit words in English. For example, Sanskrit words Guru and Pundit are used frequently in English. Original pronunciation and original meaning of many words have changed in English.

4. **English grammar is fairly simple.** Nouns in many other languages have grammatical gender and accordingly some verbs and adjectives undergo changes. This complexity is absent in English. Thus, the adjective "big" is common to all nouns such as man, woman, child, book, stone, dog, cat, river, idea, plan, and so on. Moreover, this adjective applies to both singular and plural nouns. English nouns and position words are written separately, without any change in nouns. For example, note these words: in India, from India, to India. All words are separate and remain unchanged. Obviously, this is a great advantage for searching words in dictionaries. In many other languages, the noun takes an oblique form to which is attached the positional word after the noun. The composite word becomes long and difficult for dictionary purposes.

5. **Counting of large numbers is cyclic and simple in English.** For example, twenty-one, twenty-two, twenty-three, etc forms a series. Next series is thirty-one, thirty-two, thirty-three etc. In many other languages all numbers, from one to hundred are unrelated and have to be memorized.

6. *Another feature of English is its sense of equality.* Pronouns you, he, she are applicable to all persons irrespective of their age and status. In many other languages, these pronouns take different forms, sometimes causing great inconvenience. English language does have terms like Your Majesty, Your Excellency, and His Lordship. These are exceptions. Basically English is a democratic language. The American President is addressed as Mr. President. English has changed some terms, which hurt the sentiments of people. For example, the term Christian name became awkward when thousands of non-Christians, such as Hindus and Muslims started using English. So the term Christian name was changed to First name or Personal name. *Term Negro caused offence, and it was changed to Black Person. (um hello....African American)*

7. **English spellings are highly irregular making the language difficult to learn.** Take for example the symbol (a). It is used with different pronunciation in words alone (a-l-o-n-e), art (a-r-t), and (a-n-d), all (a-l-l), age (a-g-e). For a common pronunciation, there are two different spellings (c-e-l-l) and (s-e-l-l). Moreover, these two words carry a redundant extra symbol (l). Some words carry silent letters. For example, the word (debt) Combination (i-e) is used in word (believe) while reverse combination (e-i) is used in word (receive). An odd combination (o-u-g-h) is used with different pronunciations in words (though) spelled as (t-h-o-u-g-h) and (enough) spelled as (e-n-o-u-g-h). Many and many such absurdities of spellings can be quoted.

If spellings are irregular, why are they not reformed? Let us examine this issue.

8. A language, its script, its spellings are social institutions. Dictionaries and grammar books are prepared accordingly. Billions of books, newspapers, documents, signboards, maps etc have employed the current spellings. Teachers and Students, Suppliers and Customers, Bosses and Employees, Publishers and Readers, in fact all literate English-knowing persons are geared to the current spellings. English language is now stuck in the mess. Since English is now a world language, it is likely that the non-English countries may oppose spelling reforms.

Etymology

The study of the origin and development of the form and meaning of words as part of historical linguistics. As well as looking to establish the original root and source language of a word, etymology follows the history of the word and how its spelling and meaning has changed over time.

'Person' from the Greek for persona = Per (through) sona (sound)
'A person is the vehicle for energy projected out'
Convention – con venere from Latin for (to come together)

"*The limits of my language, means the limits of my world.*" ~Ludwig Wittgenstein

Dialect - A dialect is a variety or version of a language spoken in a particular geographical area. Different dialects are distinguished from each other by their vocabulary, grammar and pronunciation (whereas a distinction made only in terms of pronunciation is usually called an accent). A dialect of a language is distinguishable, but still understandable, to speakers of another dialect of that language. Anywhere between 13 and 42 identifiable dialects (depending on the study consulted) have historically grown up within relatively small area of Britain (e.g. Cockney, Geordie, Scouse, Scottish, Welsh, Black Country, Cornish, etc)
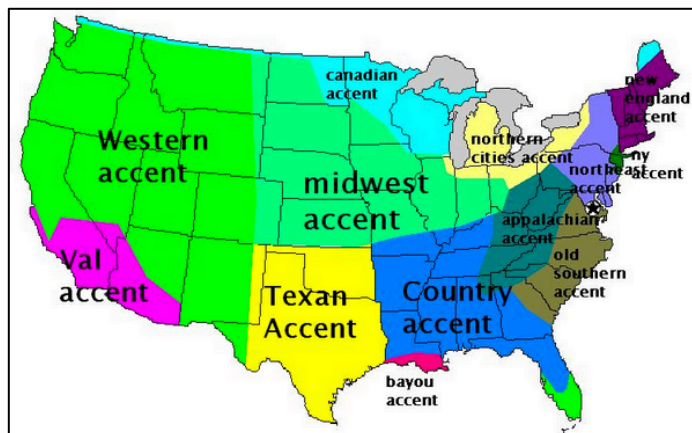
Creole - A creole language is a stable language that originated from a pidgin language, but has since been "nativized" (i.e. taught to, and acquired by, children). Its vocabulary is based on that of a parent language, although usually with significant pronunciation, meaning and grammar differences. Today, there are over 60 English-based creoles, mainly formed in British colonies during the 17-19th Century, spoken by up to 200 million people. Sometimes, they can be all but impenetrable to native English speakers.

Jargon - Jargon is the specialized vocabulary of a profession, or of some other activity to which a group of people dedicate significant parts of their lives (e.g. hobbies). It can often express a great deal of information in a compact form, but it may also effectively exclude those who are unfamiliar with the particular specialized language of the group. It may involve formal technical terminology, such as in the medical, financial and legal fields, or it may be closer to slang.

I come from not just a household but a country where the finesse of language, well-balanced sentence, structure, syntax, these things are driven into us, and my parents, bless them, are great custodians of the English language.   *~Daniel Day-Lewis*

Slang - a type of language that consists of words and phrases that are regarded as very informal, are more common in speech than writing, and are typically restricted to a particular context or group of people.

Prison Slang

"All Day" – Life Sentence
"Back Door Parole" – Dying in prison
"Cadillac" – Inmate's bunk
"3 Knee Deep" – Stabbing to injure not kill
"Dancin on the blacktop" – prison yard fight
"4 piece suit" – Full set of body chains
"I got jigs" – I will lookout for you
"Grandma's" – Cell of gang leader
"Putting it in the safe" – smuggling in your rectum
"Monkey mouth" – Person who talks a lot of nothing
"Ninja Turtles" – Guards in full riot gear
"Peels" – Orange jump suits worn by prisoners
"Pruno" – Prison wine made from ketchup etc.

Some Teen Slang

Emo: He is emotional, sensitive
My bad: Admitting a mistake
But hurt: Jealous and angry
Tope: Dope/Tight
Busted: Ugly
Frenemy: Friend and antagonist
Faded: Tired
Ride: Sneakers
Flamed: Taking things too seriously
Banged out: Drunk
Hater: One who is always very critical
Hit me up: Call or text someone
FoSho: Definitely, I agree
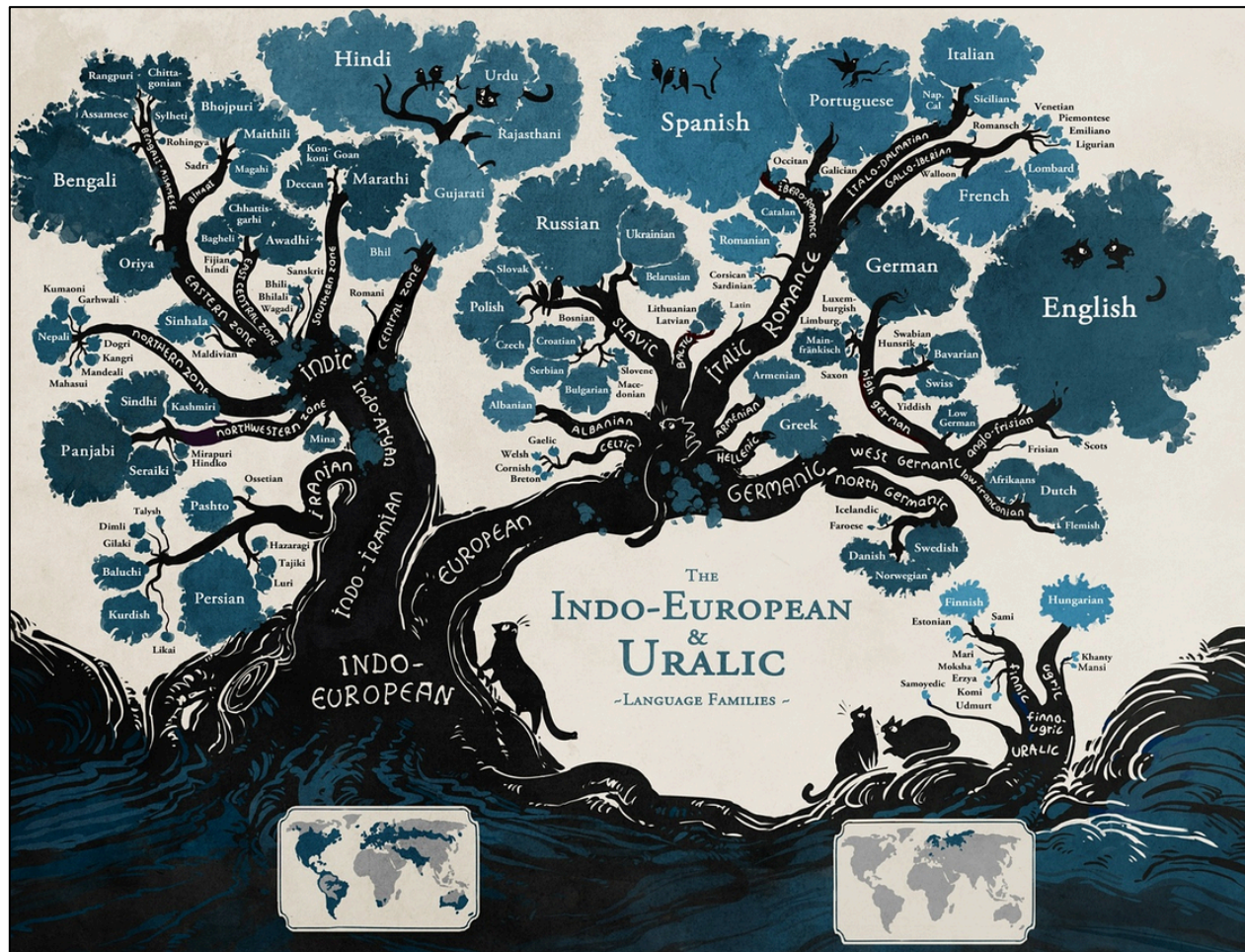
"The language of a society changes slowly but steadily till eventually an educated person will not be able to read or understand words in his language written 500 years ago."

How New Words Are Created

- **Creating from Scratch:** Words like *gadget*, *blimp*, *raunchy*, *scam*, *nifty*, *zit*, *clobber*, *boffin*, *gimmick*, *jazz* and *googol* have all appeared in the last century or two with no apparent etymology. On rare occasion a "nonce word" (created "for the nonce", and not expected to be re-used or generalized) does become incorporated into the language: James Joyce's invention *quark*, which was later adopted by the physicist M. Gell-Mann to name a new sub-atomic particle

- **Adoption or Borrowing:** Such borrowings have shaped the English language almost from its beginnings, as words were adopted from the classical languages as well as from successive wave of invasions. (Normans, Vikings) The word *garbage* came to English from Latin, but arrived via Old Italian then Norman French. From French we get déjà vu, je ne sais quoi, military, law, arts, cuisine

- **Adding Prefixes and Suffixes:** The ability to add prefixes (*com-*, *con-*, *de-*, *ex-*, *inter-*, *pre-*, *pro-*, *re-*, *sub-*, *un-*, etc) and suffixes (*-al*, *-ence*, *-er*, *-ment*, *-ness*, *-ship*, *-tion*, *-ate*, *-ed*, *-ize*, *-able*, *-ful*, *-ous*, *-ive*, *-ly*, *-y*, etc) makes English extremely flexible.

PORT
IMPORT
EXPORT
TRANSPORT
PORTABLE
DEPORTING
TRANSPORTATION
IMPORTANT

- **Truncation or Clipping:** Some words arise simply as shortened forms of longer words (*exam*, *gym*, *lab*, *bus*, *van*, *vet*, *fridge*, *bra*, *wig*, *curio*, *pram*, *taxi*, *rifle*, *canter*, *phone* and *burger* are some obvious and well-used examples). Perhaps less obvious is the derivation of words like *mob* (from Latin phrase *mobile vulgus* = fickle crowd), *goodbye* (a shortening of *God-be-with-you*) and *hello* (short for "*whole be thou*")

- **Fusing or Compounding Existing Words:** Like many languages, English allows the formation of compound words by fusing together shorter words (e.g. *airport*, *seashore*, *fireplace*, *footwear*, *wristwatch*, *landmark*, *flowerpot*, etc) Sometimes words are blended rather than combined whole, forming a "portmanteau word" with two meanings packed into one word, or with a meaning intermediate between the two constituent words (e.g. *brunch*, which blends *breakfast* and *lunch*; *motel*, which blends *motor* and *hotel*; *electrocute*, which blends *electric* and *execute*; *smog*, which blends *smoke* and *fog*)

- **Changing the Meaning of Existing Words:** By some estimates, over half of all words adopted into English from Latin have changed their meaning in some way over time, often drastically. For example, *smart* originally meant sharp, cutting or painful; *handsome* merely meant easily-handled (and was generally derogatory); *bully* originally meant darling or sweetheart; *sad* meant full, satiated or satisfied; more recently the change of *gay* from merry to homosexual

- **Imitation of Sounds:** Words may be formed by the deliberate imitation of sounds they describe (onomatopoeia). Often this kind of onomatopoeic formation is surprisingly ancient, and Old English literature is usually described as highly onomatopoeic, alliterative and percussive. Examples include *boo*, *bow-wow*, *tweet*, *boom*, *tinkle*, *rattle*, *buzz*, *click*, *hiss*, *bang*, *plop*, *cuckoo*, *quack*, *beep*.

- **Transfer of Proper Nouns:** A surprising number of words have been created by the transfer of the proper names of people, places and things into words. Examples include *maverick* (after the American cattleman, Samuel Augustus Maverick); *saxophone* (after the Belgian musical-instrument maker, Adolphe Sax); *sandwich* (after the fourth Earl of Sandwich); *silhouette* (after the French finance minister, Etienne de Silhouette); *kafkaesque* (after the Czech novelist, Franz Kafka)

A new word is added to the dictionary every two hours.
Between now and your next meal, a new word will be put into the dictionary. During the course of the year, almost 4000 new words are added! So, the next time you try to catch the attention of the dissertation committee, try adding some new words to your project. All this leads to English having by far the largest vocabulary of any language. Its carnivorous in its absorption of language.

Does Your Language Shape How You Think? ~nytimes.com

New research has revealed that when we learn our mother tongue, we acquire certain habits of thought that shape our experience in significant and often surprising ways. The renowned linguist Roman Jakobson pointed out a crucial fact about differences between languages in a pithy maxim: "Languages differ essentially in what they *must* convey and not in what they *may* convey." This maxim offers us the key to unlocking the real force of the mother tongue: if different languages influence our minds in different ways, this is not because of what our language *allows* us to think but rather because of what it habitually *obliges* us to think *about*.

Examples
- Suppose I say to you in English that "*I spent yesterday evening with a neighbor*." You may wonder whether my companion was male or female. But if we were speaking French or German, I would be obliged by the grammar of language to choose between *voisin* or *voisine*; *Nachbar* or *Nachbarin*. These languages compel me to inform you about the sex of my companion whether or not I feel it is your concern. This does not mean, of course, that English speakers are unable to understand the differences between evenings spent with male or female neighbors, but it does mean that they do not have to consider the sexes of neighbors, friends, teachers and a host of other persons each time they come up in a conversation, whereas speakers of some languages are obliged to do so.
- If I want to tell you in English about a dinner with my neighbor, I may not have to mention the neighbor's sex, but I do have to tell you something about the timing of the event: I must decide whether we *dined*, *have been dining*, *are dining*, *will be dining* and so on. Chinese, on the other hand, does not oblige its speakers to specify the exact time of the action in this way, because the same verb form can be used for past, present or future actions. Again, this does not mean that the Chinese are unable to understand the concept of time. But it does mean they are not obliged to think about timing whenever they describe an action.
- In a different experiment, French and Spanish speakers were asked to assign human voices to various objects in a cartoon. When French speakers saw a picture of a fork (*la fourchette*), most of them wanted it to speak in a woman's voice, but Spanish speakers, for whom *el tenedor* is masculine, preferred a gravelly male voice for it. More recently, psychologists have even shown that "gendered languages" imprint gender traits for objects so strongly in the mind that these associations obstruct speakers' ability to commit information to memory.

When your language routinely obliges you to specify certain types of information, it forces you to be attentive to certain details in the world and to certain aspects of experience that speakers of other languages may not be required to think about all the time. And since such habits of speech are cultivated from the earliest age, it is only natural that they can settle into habits of *mind* that go beyond language itself, affecting your experiences, perceptions, associations, feelings, memories and orientation in the world.

"We're losing social skills, the human interaction skills, how to read a person's mood, to read their body language, how to be patient until the moment is right to make or press a point. Too much exclusive use of electronic information dehumanises what is a very, very important part of community life and living together." ~Vincent Nichols

8 words that reveal the sexism in the English language

Mistress - The female equivalent of "master", and thus, "a woman having control or authority" – in particular one who employs servants. It came into English with this meaning from French after the Norman conquest. From the 17th century onwards, it was used to mean 'a woman other than his wife, with whom a man has a long sexual relationship'

Hussy - This once neutral term meant the female head of a household. Hussy is a contraction of 13th-century husewif – a word cognate with modern "housewife". From the 17th century onwards it began to mean 'a disreputable woman of improper behaviour'

Madam - The female equivalent of "sir", a woman of high rank, is still used in formal contexts as a mode of address. From the late 18th century it was also used to mean "a conceited or precocious girl or young woman; a hussy, a minx", and finally, from the late 19th century, the female manager of a brothel

Governess - From the 15th century onwards, "a woman who holds or exercises authority over a place, institution, or group of people". Compare it with "governor". Over time it drastically narrowed in scope and fell in status, coming to mean "a woman responsible for the care, supervision, or direction of a person, typically a child or young lady".

Spinster - This occupational term originally meant simply someone, usually a woman but possibly a man, who spun yarn or thread. Since a woman without a husband might have to rely on spinning as a source of income, the term became associated with unmarried women, eventually becoming the legal way to refer to one. From the early 18th century on, it used to mean "a woman still unmarried; esp. one beyond the usual age for marriage, an old maid"

Courtesan - One of the most dramatic shifts in meaning, from the female equivalent of "courtier" – someone who attends the court of a monarch, to a form of prostitute

Wench - A 13th-century word meaning a female infant or a young unmarried woman quickly acquired negative connotations: from the late 14th century, in Langland and Chaucer it is used to mean "a wanton woman; a mistress".

Tart - Collins dictionary says that this is a 19th-century contraction of "sweetheart", a term of endearment, particularly to women. From 1887, however, it is attested as meaning "a female of immoral character; a prostitute"

Thinking about the male equivalents of some of these words throws their sexism into sharp relief. Master for mistress; sir for madam; governor for governess; bachelor for spinster; courtier for courtesan – whereas the male list speaks of power and high status, the female list has a very different set of connotations. These are of either subordinate status or sexual service to men. The crucial thing to remember is that at one time, they were simply equal. These eight words show how social conditions leave their mark on the language.

Endangered Languages It is difficult to pinpoint the total number of contemporary languages in the world, but around 6,000 is a good broad estimate. The Ethnologue database identifies over 6,900 active languages, of which 33% are in Asia and 30% in Africa. Of these, UNESCO categorizes about 2,500 to be in one of five levels of endangerment: unsafe, definitely endangered, severely endangered, critically endangered and extinct. In recent times alone, more than 2000 languages have already become extinct around the world. It is estimated by some that up to 80% of the world's living languages may die out within the next century. It is possible to revitalize dead or moribund languages. Hebrew is perhaps the only example of a language which has gone from being extinct as a spoken language to being a national language with millions of first language speakers.

LYING

On a given day, studies show that you may be lied to anywhere from 10 to 200 times. Now granted, many of those are white lies. But in another study, it showed that strangers lied three times within the first 10 minutes of meeting each other... We lie more to strangers than we lie to coworkers. Extroverts lie more than introverts. Men lie eight times more about themselves than they do other people. Women lie more to protect other people. If you're an average married couple, you're going to lie to your spouse in one out of every 10 interactions. Now you may think that's bad. It you're unmarried, that number drops to three.

One-year-olds learn concealment. (Laughter) Two-year-olds bluff. Five-year-olds lie outright. They manipulate via flattery. Nine-year-olds, masters of the cover up. By the time you enter college, you're going to lie to your mom in one out of every five interactions.

EXAMPLE 1: We know that liars will unconsciously distance themselves from their subject using language as their tool. **Bill Clinton:** *"I want you to listen to me. I'm going to say this again. I did not have sexual relations with that woman, Miss Lewinsky.*" Studies show that people who are over determined in their denial will resort to formal rather than informal language. We also heard distancing language: "that woman." Now if Bill Clinton had said, "*Well, to tell you the truth ...* " or Richard Nixon's favorite, "*In all candor ...* " he would have been a dead giveaway for any lie spotter that knows that qualifying language, as it's called, qualifying language like that, further discredits the subject. Now if he had repeated the question in its entirety, or if he had peppered his account with a little too much detail, he would have further discredited himself.

> **Liar tells**
> 1. Formal language
> 2. Distancing language
> 3. Qualifying language
> 4. Repeat the question
> 5. Too much detail

An honest person is going to be cooperative. They're going to show they're on your side. They're going to be enthusiastic. They're going to be willing and helpful to getting you to the truth. They're going to be willing to brainstorm, name suspects, provide details. They're going to say, "Hey, maybe it was those guys in payroll that forged those checks." They're going to be infuriated if they sense they're wrongly accused throughout the entire course of the interview, not just in flashes; they'll be infuriated throughout the entire course of the interview. And if you ask someone honest what should happen to whomever did forge those checks, an honest person is much more likely to recommend strict rather than lenient punishment.

Now let's say you're having that exact same conversation with someone deceptive. That person may be withdrawn, look down, lower their voice, pause, be kind of herky-jerky. Ask a deceptive person to tell their story, they're going to pepper it with way too much detail in all kinds of irrelevant places. And then they're going to tell their story in strict chronological order. And what a trained interrogator does is they come in and in very subtle ways over the course of several hours, they will ask that person to tell that story backwards, and then they'll watch them squirm, and track which questions produce the highest volume of deceptive tells. Why do they do that? Well we all do the same thing. We rehearse our words, but we rarely rehearse our gestures. We say "yes," we shake our heads "no." We tell very convincing stories, we slightly shrug our shoulders

> **Good Liars**
> 1. Command of Non-Verbal
>   Communication
>   a. Natural Performers
>   b. Eloquent & original
>   c. Not prone to tells on face
> 2. Good Memory
> 3. No feelings of guilt, fear or delight

Leaders Make Better Liars *~www.schneier.com*
The researchers found that subjects assigned leadership roles were buffered from the negative effects of lying. Across all measures, the high-power liars -- the leaders -- resembled truthtellers, showing no evidence of cortisol reactivity (which signals stress), cognitive impairment or feeling bad. In contrast, low-power liars -- the subordinates -- showed the usual signs of stress and slower reaction times. "Having power essentially buffered the powerful liars from feeling the bad effects of lying, from responding in any negative way or giving nonverbal cues that low-power liars tended to reveal,"

"Count" Victor Lustig was a con man of considerable note. Born in 1890, by the 1930s he was wanted by approximately 45 law enforcement agencies worldwide. He had 25 known aliases and spoke 5 languages. He cunningly gained $5k from Al Capone. Better still, in 1925, Lustig posed as a government official in Paris, took five businessmen on a tour of the Eiffel Tower, and then "sold" it to one of them as scrap metal. He did it again next week.

He also wrote the following list of commandments for aspiring con men.

Source: Fakes, Frauds & Other Malarkey,

1. Be a patient listener (it is this, not fast talking, that gets a con-man his coups).
2. Never look bored.
3. Wait for the other person to reveal any political opinions, then agree with them.
4. Let the other person reveal religious views, then have the same ones.
5. Hint at sex talk, but don't follow it up unless the other fellow shows an interest.
6. Never discuss illness, unless some special concern is shown.
7. Never pry into a person's personal circumstances (they'll tell you all eventually).
8. Never boast. Just let your importance be quietly obvious.
9. Never be untidy.
10. Never get drunk.

The truth about really good leaders? They're really good liars.

Leadership development is a $130 billion a year industry. The traditional thought is that good leaders — whether they are CEOs, politicians or principals — are supposed to be honest, authentic and transparent. "*What makes individuals successful is often times the opposite of what people have been told to do,*" Pfeffer says. "While we're told to be modest and honest, and to take care of others and not self-promote, when you actually look at what produces leadership success, at least success as defined as career advancement and achieving a high salary, it's pretty much the opposite of that." **Some of the greatest and most successful leaders in the history of business and politics have not always told the truth:** "Abraham Lincoln, in order to settle the Civil War, was not completely honest about where the Southern delegation was," he says. "James Clapper, the director of national intelligence, when asked about whether or not national intelligence agencies were intercepting communications from American citizens, didn't tell the truth, as we learned from Edward Snowden. And, by the way, Mr. Clapper still has his job."

When it comes to the business sector, Pfeffer points to Apple founder Steve Jobs, who often employed the "reality distortion field" — a tactic used to convince people of things that they themselves do not believe or are not consistent with reality in order to achieve a goal. There are plenty of recent examples. Volkswagen admitted to altering sensors in their cars in order to cheat on emissions tests. Perhaps most famously is this 2003 statement from President George W. Bush: "*Year after year, Saddam Hussein has gone to elaborate lengths, spent enormous sums, taken great risks, to build and keep weapons of mass destruction.*" None were found.

"A warm smile is the universal language of kindness." ~William Arthur Ward

How to Spot a Lie by Susan Carnicero, Author: Spy the Lie

1. Analyze vs. Speculate
    a. Don't speculate about behavior, observe and identify the behaviors as a result of the stimuli: the question
    b. Deceptive behavior should be seen in first 5 seconds. 2 or more give an indication
    c. Look for timing and clusters of indicators

2. Manage your bias
    a. Ignore truthful behavior, everyone has it. Just look for deception
    b. Beware of over sharing to form your opinion

3. Recognize Evasiveness
    a. Failure to deny
    b. Exclusionary qualifiers. Vague: *For the most part, fundamentally.* What are they cutting out of their discussion
    c. Wouldn't vs. Didn't

4. Beware of Aggression
    a. Attacking the Questioner
    b. Defensive
    c. Attacking a third party
    d. Demonstrating inappropriate level of concern. Dismissive or laughing it off
    e. Quick to anger over question

5. Convey vs. Convince
    a. Tries to convince rather then answer question
    b. Stating their resume or qualifications
    c. Invoking religion!
    d. Suggest an alternative or where to find evidence
    e. Site referrals and who would vouch for them
    f. Perception qualifiers*: to tell you the truth, frankly, to be honest*

6. Non Verbal Cues
    1. Lengthy pauses to simple questions
    2. Verbal/non verbal disconnect – crossing the wires
    3. Anchor point movement: Moving the feet
    4. Grooming gestures
    5. Hands to the face

The INTERNET

Facts....

1. 40,000 web sites are hacked every day
2. 37% of the web is porn
3. China has treatment camps for internet addiction
4. Only 10% of American adults do not use the internet.
5. Over 100,000 new .com domains are registered on the web every day
6. The internet accrued 50 million users in just 5 years. It took TV 13 years.

Selected Internet Timeline

- **1960** - The invention of packet switching (PDF) technology
- **1969** - The first message is sent over ARPANET on October 9th.
- **1971** - E-mail is introduced, and quickly suggested to be a waste of network resources.
- **1979** - Usenet Established.
- **1983** - The first name server is put into use. Users no longer need to know exact network paths.
- **1985** - Domain name servers, now totaling 1000 or more domains, eliminate the need to use IP addresses, allowing for domain names to be used as a nickname for a network.
- **1986** - The Internet 'backbone' (the servers guiding internet traffic) upgraded to handle 56kbs data.
- **1989** - With over 100,000 hosts, the Internet Backbone is upgraded to T1, handling up to 1.5 Mbps
- **1990** - The first search engine, Archie, is released enabling people using the FTP protocol to index files. In essence Archie is also the first file sharing service.
- **1992** - Tim Berners-Lee Invents Hypertext, as well as the world's first Web Browser.
- **1993** - The highly graphical Mosaic Web Browser debuts. Mosaic plays a critical role in making the World Wide Web accessible and is credited with making the Internet interesting to consumers.
- **1993** - InterNIC is established to manage registration of domain names, and the White House gets its own Web Site drawing massive media attention.
- **1994** - The first search engine for the World Wide Web, Yahoo, is established.
- **1995** - Numerous commercial High Speed Internet Providers are established making the Internet widely, and easily, accessible to non-government, and non-corporate users.
- **1995** - Netscape introduces JavaScript. An object-oriented language interpreted by a web browser
- **1996** - JAVA, a Sun Microsystems programming language, enables complex web sites that interact in real time between the user and the server.
- **1996** - Microsoft, provides a new element, the iFrame, making it accessible via JavaScript. This creates AJAX (PDF), powering the majority of Web 2.0 applications, without needing client plug-ins
- **1996** - eBay is started, initially as a place for consumers to market items to each other.
- **1996** - WebTV is created as a way to browse the Internet on consumer televisions.
- **1996** - With so much consumer traffic, educational institutions establish internet2 is established solely to provide higher speed transmissions between educational institutions.
- **1997** - AltaVista debuts BabelFish, which forms the gamut of the technology for Google Translate
- **1998** - Google is founded hoping to improve the quality of search results.
- **1998** - PayPal is formed for consumer to consumer payments. A natural fit for eBay it quickly becomes the payment method of choice for eBay customers.
- **1998** - Apple introduces the iMac as the world's first Internet centric computer.
- **1999** - Napster popularizes internet file sharing (PDF), especially of music, and popularizes the mp3 file format (which originally was the audio format of MPEG 2 video content).
- **2001** - Kaaza (PDF), a popular file sharing service, is first introduced.

- **2001** - Drawing on the popularity of the mp3 file format Apple introduces the **iPod**, designed initially only as an mp3 player, but also integrated with Apple's internet music store iTunes.
- **2002** - The creators of Kazaa develop Skype (PDF), initially called Sky Peer-To-Peer, as a means for using the internet to make phone calls.
- **2002** - Dropping its cumbersome and infrequently used payment services, eBay acquires PayPal making it the official way to pay for eBay purchases.
- **2005** - YouTube.com is launched
- **2006** - The concept of cloud computing becomes increasingly popular, and numerous services try to implement cloud computing networks, and infrastructure.
- **2006** - There are an estimated 100 million Web sites online. Google acquires YouTube for $1.65 B
- **2007** - Apple introduces the iPhone, becoming the most Internet centric mobile phone, quickly saturating data usage on AT&T's network. Apple surpasses one billion iTunes downloads.
- **2007** - Google surpasses Microsoft as "the most valuable global brand," & the most visited Web site
- **2008** - IP6 is developed to increase the number of available IP addresses.
- **2009** - Presidential Candidate **Ron Paul** pioneers Internet driven 'money bombs' drawing in millions in donations made in very small amounts.
- **2010** - The film "The Social Network" is released chronicling not only the history of Internet file sharing but also the rise of social networking sites.
- **2011** - Cyrllic Domains names (written in the non-Latin Cyrillic character set) become operational, and Russia adopts the .?? as an alternative to .ru   Microsoft Acquires Skype
- **2012** - Ecommerce sales top $1 trillion worldwide. Facebook reaches 1 billion monthly active users, making it the dominant social network worldwide.
- **2013** - 56% of Americans now own a smartphone of some kind. 51% of U.S. adults bank online.
- **2013 –** Former CIA employee and NSA contractor Edward Snowden turns over thousands of classified documents to media organizations, exposing top-secret government data surveillance
- **2013** - Apple says app store downloads top 40 billion, with 20 billion in 2012 alone
- **2014** - 45% of internet users ages 18-29 in serious relationships say the internet has had an impact on their relationship.

Dark Web   The Deep web is online content not indexed or catalogued and contains 7500 terabytes of information compared to the 19 terabytes of the 'Surface' web. 96% of the internet is beyond search engines such as Google   * The Deep web can be accessed via the software Tor, which allows users anonymity. Arab activists and Eric Snowden both used it * The Deep web marketplace is known as The Silk Road, allows user to buy illegal services, drugs, hit men, arms dealing, sex, anything….The site made 1.2 billion in transactions. Bitcoin is the dominant currency of the deep web……

Bitcoin   is a new currency that was created in 2009 by an unknown person using the alias Satoshi Nakamoto. Transactions are made with no middle men – meaning, no banks! There are no transaction fees and no need to give your real name. More merchants are beginning to accept them: You can buy pizza, webhosting services, or even manicures. Bitcoins can be used to buy merchandise anonymously. In addition, international payments are easy and cheap because bitcoins are not tied to any country or subject to regulation. Small businesses may like them because there are no credit card fees. Some people just buy bitcoins as an investment, hoping that they'll go up in value. Several marketplaces called "bitcoin exchanges" allow people to buy or sell bitcoins using different currencies. Mt. Gox is the largest bitcoin exchange.

What is network neutrality?

Network neutrality is the idea that these companies should treat all internet traffic equally. It says your ISP shouldn't be allowed to block or degrade access to certain websites or services, nor should it be allowed to set aside a "fast lane" that allows content favored by the ISP to load more quickly than the rest. Since the term was coined more than a decade ago, it has been at the center of the debate over internet regulation. Congress, the Federal Communications Commission(FCC), and the courts have all debated whether and how to protect network neutrality. Advocates argue that network neutrality lowers barriers to entry online, allowing entrepreneurs to create new companies like Google, Facebook, and Dropbox. In January, an appeals court invalidated FCC regulations designed to protect network neutrality.

# Net Neutrality is the First Amendment issue of our time

~Senator Al Francken

Three Sides to Net Neutrality

Powerful players are lining up on both sides of the issue, whereas others still hope for compromise. Here's a partial sampling.

IN FAVOR	MIDDLE GROUND	OPPOSED
Large, Internet-based companies Amazon.com, eBay, Google, Microsoft, Yahoo **Consumer/civil liberties groups** American Civil Liberties Union, Consumers Union, Free Press, Public Knowledge **Special-interest groups** American Library Association, Christian Coalition of America, Computer Professionals for Social Responsibility, Gun Owners of America, MoveOn.org, TechNet **Internet pioneers** Vinton Cerf, Tim Berners-Lee, Lawrence Lessig, Craig Newmark	The Center for Democracy and a group led by New Yorkers for Fair Use Technology have both proposed rules that would allow a separate tier of service for products such as television over IP, while treating all public Internet content equally. The Information Technology and Innovation Foundation would allow broadband providers to offer exclusive, high-speed services, but it would also guarantee a level of broadband service without paying new fees.	**Large broadband providers** AT&T, BellSouth, Comcast, Verizon **Network equipment providers** Alcatel, Cisco, Corning, Qualcomm, 3M **Free-market think tanks** Center for Individual Freedom, Competitive Enterprise Institute, Progress and Freedom Foundation **Special-interest groups** American Conservative Union, Citizens Against Government Waste, National Association of Manufacturers, National Black Chamber of Commerce, National Coalition on Black Civic Participation

IoT- The Internet of Things (IoT) is the inter-networking of physical devices, vehicles, buildings, and other items embedded with electronics, software, sensors, actuators, and network connectivity which enable these objects to collect and exchange data. The IoT allows objects to be sensed or controlled remotely across existing network infrastructure, creating opportunities for more direct integration of the physical world into computer-based systems, and resulting in improved efficiency, accuracy and economic benefit in addition to reduced human intervention. When IoT is augmented with sensors and actuators, the technology becomes an instance of the more general class of cyber-physical systems, which also encompasses technologies such as smart grids, virtual power plants, smart homes, intelligent transportation and smart cities. Each thing is uniquely identifiable through its embedded computing system but is able to interoperate within the existing Internet infrastructure. Its estimated that the IoT will consist of 30 billion objects by 2020.

Internet Innovations on the way
Facebook aims for solar-powered internet-beaming drone
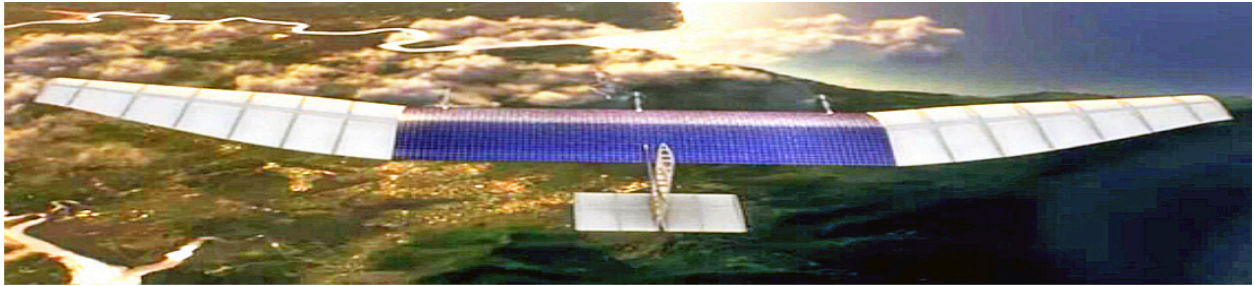
MIT's 330 percent faster WiFi
Researchers at MIT's Computer Science and Artificial Intelligence Lab announced a breakthrough in new wireless internet that is 330% faster and twice the bandwidth of existing technology. Dubbed MegaMIMO 2.0, the technology uses multiple transmitters and receivers to relay data simultaneously, increasing the amount of data in a given bandwidth.

Li-Fi leaves WiFi in the dark?
Last year a French startup developed a wireless internet technology based on LEDs that they claim is 100 times faster than existing WiFi. The so-called "Li-Fi" exploits the flicker rate of LED lamps, which is typically imperceptible to the naked eye. That frequency is much higher than the radio waves conventional wireless internet employs. Li-Fi requires light to work, so it can't pass through walls like WiFi, but it can be used to specifically target a specific user

53% of citizens Say Internet Has Been Essential During COVID-19

Americans with lower incomes are particularly likely to have concerns related to the digital divide and the digital "homework gap". The coronavirus outbreak has driven many commercial and social activities online and for some the internet has become an ever more crucial link to those they love and the things they need. A new Pew Research Center survey conducted in early April finds that roughly half of U.S. adults (53%) say the internet has been essential for them personally during the pandemic and another 34% describe it as "important, but not essential."

As Americans turn to the internet for critical purposes, there are rekindled debates about how the digital divide – that is, the gap between those who do or do not have access to technology – may hinder people's ability to complete everyday tasks or even schoolwork.

- Many parents with lower incomes say it's likely their child will face digital obstacles when trying to do schoolwork at home during outbreak
- Hispanic and lower-income tech users are especially worried about paying home broadband, cellphone bills

What is 5G?... the next generation of mobile broadband that will eventually replace, or at least augment, your 4G LTE connection. With 5G, you'll see exponentially faster download and upload speeds. Latency, or the time it takes devices to communicate with wireless networks, will also drastically decrease. 5G operates on three different spectrum bands.

Low-band spectrum can also be described as a sub-1GHz spectrum. It's the primary band used by carriers in the U.S. for LTE, and bandwidth is nearly depleted. While low-band spectrum offers great coverage area and wall penetration, Peak data speeds will top out around 100Mbps.T-Mobile is the key player when it comes to low-band spectrum.

Mid-band spectrum provides faster speeds and lower latency than low-band. It doesn't penetrate buildings as effectively as low-band spectrum. Expect peak speeds up to 1Gbps on mid-band spectrum. Sprint has the majority of unused mid-band spectrum in the U.S.

High-band spectrum is what delivers the highest performance for 5G, but with major weaknesses. High-band spectrum can offer peak speeds up to 10Gbps and has extremely low latency. The main drawback of high-band is that it has low coverage area and building penetration is poor. That means that to create an effective high-band network, you'll need a ton of cell towers.. AT&T, T-Mobile, and Verizon are all rolling out high-band spectrum.

Five Ways 5G Will Change Our Lives

1. Smart Cities: Upgrading to 5G will allow cities to handle data from millions more IoT devices and install low-power sensors that can last years without needing replacement. This will expand their ability to intelligently manage traffic flow, air quality, power use, public safety, etc

2. IoT and Work: "IoT will be a significant driver of what's coming to be known as 'the fourth industrial revolution,'" Example: Smart factories deploy connected robots to automate dangerous and/or repetitive jobs.

3. Driverless Cars: For driverless cars to become fully autonomous, they'll need to communicate with the cars around them to avoid accidents and minimize congestion. They'll talk to sensors embedded in traffic lights, road signs, and the pavement to navigate more safely. And they'll need to get responses instantly

4. Telemedicine: Trips to the doctor's office may become rare, thanks to virtual visits enabled by low-latency, HD-quality wireless networks. Wearable or implanted medical devices will capture your vitals and transmit them to health care providers, allowing them to detect early warning signs of heart attacks, strokes, or other life-threatening events.

5. Virtual Spaces: Thanks to 5G's high-bandwidth and low latency, augmented and virtual reality could finally become a practical reality. VR telepresence apps will allow colleagues in distant cities to work "side by side," or sports fans to experience the roar of the Super Bowl crowd from the comfort of their couches. We'll virtually roam shopping districts in Tokyo during lunch breaks and have the goods shipped to our homes.

Scientists warn of potential serious health effects of 5G

In an appeal to the European Union, more than 180 scientists and doctors from 36 countries warn about the danger of 5G, which will lead to a massive increase in involuntary exposure to electromagnetic radiation. The scientists urge the EU to follow Resolution 1815 of the Council of Europe, asking for an independent task force to reassess the health effects.

"We, the undersigned scientists, recommend a moratorium on the roll-out of the fifth generation, 5G, for telecommunication until potential hazards for human health and the environment have been fully investigated by scientists independent from industry. 5G will substantially increase exposure to radiofrequency electromagnetic fields (RF-EMF) on top of the 2G, 3G, 4G, WiFi etc. for telecommunications already in place. RF-EMF has been proven to be harmful for humans and the environment."

Something in the Air

In the 1970s, the bogeyman was power lines. Low-frequency electromagnetic fields were emanating from them all the time, and a shocking 1979 study suggested that children who developed cancer lived near power lines "unduly often." Around the same time, because of Cold War panic about radiation in general, televisions and microwave ovens also became a possible human health catastrophe. Later, concern bubbled up around a slew of other household appliances, including hair dryers and electric blankets.

Now the advance of cellphones and, more recently, the new high-speed networks built to serve them have given rise to a paranoid coalition who believe to varying degrees in a massive cover-up of deleterious harm. The devices are different, but the fears are the same: The radiation from the things we use every single day is destroying us; our modern world is a colossal mistake. The stakes are about as high as they could possibly be: If it were true that our cellphones were causing brain tumors, that our wireless devices were damaging our DNA, this would be the greatest human health disaster the world has ever known. As well as its greatest capitalist conspiracy.

The science is confusing, but the WHO, noting decades of research, has found no significant health risks from low-level electromagnetic fields. Yet amid a broader tech backlash—against screens, against social media, against power consolidating in a handful of companies, against a technology industry that rolls out new products and protocols faster than we can keep up or argue with, against the general fatigue and malaise associated with a life spent typing and scrolling—it's just big enough to seem, to many, like the obvious explanation for so much being wrong.

A wildly disorienting pandemic coming at the same time as the global rollout of 5G—the newest technology standard for wireless networks—has only made matters worse. "5G launched in CHINA. Nov 1, 2019. People dropped dead," the singer Keri Hilson wrote in a now-deleted tweet to her 4.2 million followers. As the coronavirus spread throughout Europe, fears about 5G appear to have animated a rash of vandalism and arson of mobile infrastructure, including more than 30 incidents in the U.K. in just the first 10 days of April. In the case of one arson attack in the Netherlands, the words "Fuck 5G" were reportedly found scrawled at the scene. Mobile- and broadband-infrastructure workers have also reported harassment and threats from citizens.

SURVEILLANCE STATE

OVERVIEW: Thanks to Edward Snowden, millions of people as well as many governments have woken up to the fact that privacy is the vital component of free societies. Without that basic right we are unable to freely read, write, speak, plan and associate without fear of being watched, our every thought and utterance stored up to be potentially used against us at some nebulous future date. Such panoptic global surveillance leads inevitably to self-censorship and is corrosive to our basic freedoms. A free democratic society cannot tolerate mass surveillance and remain free.

"The individual liberties preserved in the Constitution were no longer a consideration at the NSA." ~W. Binney

National Surveillance State Issues
- Government support mass data collection and monitoring of an entire population despite no proof of efficacy and detriment to actual national security due to the size
- President's Bush and Obama have circumvented the Constitution with secret courts
- Created an explosion in the private cyber security/espionage industry which collaborates with NSA for profit and are staffed by its former employees
- The need and use of surveillance has spread to other countries and corporations
- Massive Data collection can only benefit law enforcement in a Police State scenario
- Surveillance is altering the trajectory of the internet toward walls and security and away from net neutrality and equal access for all people

Local LAPD Surveillance Issues
- <u>Special Order 1</u> mandates opening investigations based on 'Speculative Policing'
- <u>iWATCH</u> snitch program encourages: "See something, Say something"
- <u>Community Policing</u> program pacifies local communities and advocates snitching
- <u>Infiltration</u> of organizations and assuming fictitious identities is now allowed
- <u>Militarization</u> of police forces with armored equipment, riot gear and tactics
- <u>Intrusive Advanced technology</u> proliferating
  - -<u>Stingray</u>: portable spy gadget used covertly by the authorities for 2 decades to trick phones within a targeted area into hopping onto a fake network.
  - -<u>Trap Wire</u>: identifies, records, and analyzes suspicious behavior associated with 'pre-attack surveillance' *www.trapwire.com*
  - -<u>Facial Recognition Software</u>: so common it's available for download on web

Facts
-52.6 billion for the Black Budget: Covert action, Surveillance, Counterintelligence
-NSA gathers an estimated 2.1 million gigabytes on all of us every single hour of every day.
-Dramatic challenges to the US constitution have extended over 13 years and 2 presidents
-Video surveillance market projected to grow 24.89 percent over the period 2013-2018.
-1% of the information from Snowden has been released.
-Only 53% of citizens now oppose the spying program in January 2014 polls, up from 44%
-0% Increase in terrorists' attempts thwarted by mass surveillance
-Only 4 members of Congress are regularly briefed on intelligence agencies activities
-14,200 local law enforcement agencies in 46 states now share Suspicious Activity Reports
-"NSA has a "target list" of "500,000 to a million people," ~William Binney, Former NSA

Every Scary, Weird Thing We Know the NSA Can Do

1. It can track the numbers of both parties on a phone call, location, time and duration.
2. It can access your email, chat, and Web browsing history   ~Slate.com
3. It can set up fake Internet cafes.
4. It can spy on foreign leaders' cellphones.
5. It can tap underwater fiber-optic cables.
6. It can track bank transactions
7. It can monitor all text messages
8. It can map your social networks
9. It can access your smartphone app data.
10. It can crack cellphone encryption codes
11. It can go into online video games
12. It can hack the U.N. video conferencing system
13. It can set up listening posts on the roofs of buildings to monitor communications
14. It can hack computers that aren't connected to the Internet using radio waves
15. It can intercept phone calls by setting up fake base stations
16. It can track communication within media organizations like Al-Jazeera.
17. It can remotely access a computer by setting up a fake wireless connection
18. It can install fake SIM cards to then control a cell phone
19. It can fake a USB thumb drive that's actually a monitoring device
20. It can crack all types of sophisticated computer encryption.
21. It can intercept communications between aircraft and airports
22. It can physically intercept deliveries, open packages, and make changes to devices

"I don't want to live in a world where everything I say, everything I do, everyone I talk to, every expression of creativity and love or friendship is recorded." ~E. Snowden

TOP SECRET//COMINT//REL TO USA, FVEY

COTTONMOUTH-I
ANT Product Data

(TS//SI//REL) COTTONMOUTH-I (CM-I) is a Universal Serial Bus (USB) hardware implant which will provide a wireless bridge into a target network as well as the ability to load exploit software onto target PCs.

08/05/08

COTTONMOUTH - 1

(TS//SI//REL) CM-I will provide air-gap bridging, software persistence capability, "in-field" re-programmability, and covert communications with a host software implant over the USB. The RF link will enable command and data infiltration and exfiltration. CM-I will also communicate with Data Network Technologies (DNT) software (STRAITBIZARRE) through a covert channel implemented on the USB, using this communication channel to pass commands and data between hardware and software implants. CM-I will be a GENIE-compliant implant based on CHIMNEYPOOL.

Snowden confirms Stuxnet Malware developed by NSA & Israel together ~thehackernews.com
Stuxnet made international headlines in 2010 for specifically targeting a uranium enrichment facility in Natanz, Iran. Stuxnet was designed to make the centrifuges spin out of control and cause physical damage to the plant in Natanz. Stuxnet temporarily disabled 1,000 centrifuges that the Iranians were using to enrich uranium.

(Brief) History of NSA and US Surveillance State ~eff.org

1952: President Truman Establishes the NSA to monitor signals intelligence

1956 – 1971: Cointel Program ended when exposed by Citizens' Commission to Investigate the FBI

1973: Senate "Church Committee" Investigation Uncovers Illegal Domestic Spying by NSA,

1978: Foreign Intelligence Surveillance Act (FISA) Signed Into Law, Supposedly Protecting Americans from Domestic Spying. FISA courts routinely rubberstamp requests

2001: Culture Shift at the NSA after 911 toward domestic surveillance. Ex-NSA Analyst Kirk Wiebe recalls: "everything changed at the NSA after the attacks on 9/11. The prior approach focused on complying with the FISA. The post-911 approach was that NSA could circumvent federal statutes and the Constitution as long as there was some visceral connection to looking for terrorists."

2001: President Bush Signs Order Beginning NSA's Domestic Spying Program

"23 days after the Twin Towers fell, President Bush signed off on a secret eavesdropping operation so sensitive that even many of the country's senior national security officials, people with highest security clearances in his administration, knew nothing about it." Attorney General told: "Just Sign It"

2002: Telecommunications Companies Formally enter voluntarily agreements with US to give data to NSA. AT&T Technician Discovers NSA Is Working Inside AT&T Facilities

2002: Only 4 members of congress briefed including Nancy Pelosi

2003: Construction of secret room in AT&T's San Francisco facility begins

2004: Deputy Attorney General Comey, along with several top DOJ and FBI officials, plan to resign. Comey tells White House he will not sign off on another 45-day extension of NSA spying. White House extends program without Justice Dept. approval

2005: First public exposure of NSA spying by New York Times - Exposing companies giving back door access to their communications stream.

2007: Pres. Bush determines he doesn't need to keep signing authorizations for NSA spying to continue. Justice Dept. and NSA meet to find another legal basis for spying program

2008: Senator Obama breaks promise and votes for the FISA Amendments Act

2011: NSA starts construction on massive data center in Bluffdale, Utah

2012: July 20: government admits NSA spying violated Constitution

2013: Washington Post reveals NSA internal audit showing thousands of violations. Example: NSA turns browser cookies into surveillance devices.

2014: FISA Court Renews Order Collecting All Americans' Calling Records.

2015: New York Times Publishes Documents Revealing AT&T's Extensive Cooperation with the NSA

YOU ARE NOW ENTERING

A PRIVACY FREE COUNTRY

Thank you for obeying!

USA Spying International Fallout

Brazil to create its own email system after protesting U.S. spying: Brazil says it will develop its own in-house email system to strengthen privacy and avoid spying it blames on the US. Ditching Microsoft Outlook to develop its own new, custom platform following revelations that Brazilian Pres. Dilma Rousseff's communications were monitored

Saab wins Brazil jet deal after NSA spying sours Boeing bid: Brazil awarded a $4.5 billion contract to Saab AB on Wednesday to replace its aging fleet of fighter jets, a surprise coup for the Swedish company after news of U.S. spying helped derail Boeing's chances

German Lawmaker Says Relations With US at New Low   ~Associated Press
Philipp Missfelder, the foreign policy spokesman for Merkel's party, said allegations that the U.S. NSA spied on Germany have prompted a similar loss of trust between the two countries

Edward Snowden reveals NSA engaged in 'industrial espionage'

2014/1/27: NSA engaged in spying on trade secrets of competing foreign firms. "If an industrial giant has something that the NSA believes would be beneficial to the national interests, not the national security, they will go after that information and they will take it.

Top Secret America
~washingtonpost.com, Frontline

Between 2008 and 2010 the Washington Post investigated a secret world of government surveillance and corporate profit-making that exists as an "alternative geography" of the US.

- Some 1,271 government organizations and 1,931 private companies work on programs related to counterterrorism, homeland security & intelligence in 10,000 locations across the United States.
- About 854,000 people hold top-secret security clearances, nearly 1.5 times as many people as live in Washington, D.C.
- In DC and the surrounding area, 33 building complexes for top-secret intelligence work are under construction or were built since 911. Together they occupy the equivalent of almost 3 Pentagons or 22 U.S. Capitol buildings (about 17M Sqft.)
- Many security and intelligence agencies do the same work, creating redundancy and waste. For example, 51 federal organizations and military commands, operating in 15 U.S. cities, track the flow of money to and from terrorist networks.
- Data Analysts who review surveillance info publish 50,000 intelligence reports each year – a volume so large that many are routinely unread

Top Secret America, which began with an impulse to secrecy and a blank check from Congress in the days after 9/11, and which now employs nearly a million people at 1,900 private companies and 1,300 federal organizations. "These are gigantic edifices that are going to stay," Diane Reed says. You also had this boom in the corporate intelligence world as well. Companies like Lockheed Martin quickly moved into the intelligence sphere.

The US is now incapable of passing laws without permission from the corporate lobbies that control their campaign finances ~AlGore

NSA Whistleblower: It's a Corrupt, Broken Institution ~opednews.com

NSA is one of a number of spy agencies that do not have to be subjected to audits. That makes them extremely vulnerable to corruption. Whistleblower and former high-level NSA 30 year employee William Binney says that NSA is an incredibly corrupt, broken institution and described how the corruption in the system works. "SAIC, TRW, Booz Allen, CFC There's a whole set of buildings that popped up after 911, right next to NSA, so they could be close and keep their contract influence growing. "Okay, write up the request for the proposal. I'll put it in and then you can write up the response to the proposal. Tell me how much it's going to cost," They are not audited anywhere. The government accounting office does not audit them at all. So, they have no threat of being viewed as to how they spend money.

How the NSA Threatens National Security ~schneier.com

We have no evidence that any of this surveillance makes us safer. NSA Director responded to these stories in June by claiming that he disrupted 54 terrorist plots. In October, he revised that number downward to 13, and then to "one or two." At this point, the only "plot" prevented was that of a San Diego man sending $8,500 to support a Somali militant group. We have been repeatedly told that these surveillance programs would have been able to stop 9/11, yet the NSA didn't detect the Boston bombings - even though one of the two terrorists was on the watch list. **Bulk collection of data & metadata is an ineffective counterterrorism tool.**

They that give up essential liberty to obtain a little temporary safety deserve neither   ~B.Franklin

<u>**SPOOKY BUSINESS**</u>*:* **A NEW REPORT ON CORPORATE ESPIONAGE AGAINST NON-PROFITS** ~Essential Information.org

Giant corporations are employing highly unethical or illegal tools of espionage against nonprofit organizations with near impunity. The report, titled Spooky Business, documents how corporations hire shady investigative firms staffed with former employees of the CIA, NSA, US military, FBI, Secret Service and local police departments to target nonprofit organizations. The most prevalent tactic appears to be infiltration by posing a volunteer or journalist, to obtain information from a nonprofit. Many of these tactics are either highly unethical or illegal. "Today, most large corporations possess their own internal intelligence capabilities. There is an institutionalized security and intelligence function within every major company. **A few giant corporations, such as Wal-Mart, have essentially replicated in miniature an entire CIA directorate of intelligence for their own use."**

Former Wal-Mart Worker Blows Whistle on Company Surveillance Operation

A former worker at Wal-Mart is claiming the retail giant is running a sophisticated surveillance operation that targets employees, journalists, stockholders and critics. Bruce Gabbard told the Wall Street Journal he was part of a broader surveillance operation run out of Wal-Mart's Arkansas headquarters. Employees nicknamed their work area "The Bat Cave." Gabbard also revealed that Wal-Mart infiltrated the group <u>Up Against the Wal </u>last year by sending a long-haired employee wearing a wireless microphone to one of the group's meetings. **~**democracynow.org

Techniques used against Greenpeace by Private Spy firm BBI

Brown Beckett International (BBI): Spied on Greenpeace and other environmental organizations from the 1990s - 2000, and produced intelligence reports for public relations firms and major corporations involved in environmental controversies ~Motherjones.com

1. Infiltration: Sending 'volunteers' and 'donors' with wires
2. False Pretenses: Posing as a donor to tour offices
3. Pilfered documents from dumpster diving

Personal Security Systems and Open Source Tech is Flourishing

Open Source Technology - the production and development philosophy of allowing end users and developers to not only see the source code of software, but modify it as well.

Bitcoin: is an experimental, decentralized digital currency that enables instant payments to anyone, anywhere. Using peer-to-peer technology to operate with no central authority.

Tor: is [free software](#) for enabling [online anonymity](#) & censorship resistance - torproject.org

Open-source software under development for mobile telephones- *www.servalproject.org*

Red Phone –Mobile applications to secure your mobile communications: *whispersystems.org*

Privacy.io: Encrypts your data making your usage untraceable

Free Open Source Encryption: [www.truecrypt.org](#)

Distributed Dropbox alternative: *www.bittorrent.com/sync*

<table>
<tr><td rowspan="4">FILM</td><td>Trading Democracy for Corporate Rule – 2009</td></tr>
<tr><td>CointelPro 101   - 2010</td></tr>
<tr><td>Terms and Conditions May Apply - 2013</td></tr>
<tr><td>Stealing your Freedom – 2011</td></tr>
</table>

Minority Report   -2002

Websites

[Devices: trapwire.com](#), whispersystems.org,
[www.eff.org/nsa-spying/timeline](#) -Day by day
[www.schneier.com](#) - foremost Internet security expert
[offnow.org](#) –pushing for constitutional nullification of NSA
[essentialinformation.org](#)

Dad says you're spying us online

He's not your dad

What isn't new media?

New Media 1) is a 21ˢᵗ Century catchall term used to define all that is related to the internet and the interplay between technology, images and sound. In fact, the definition of new media changes daily, and will continue to do so. New media evolves and morphs continuously. What it will be tomorrow is virtually unpredictable for most of us, but we do know that it will continue to evolve in fast and furious ways.

2) A generic term for the many different forms of electronic communication that are made possible through the use of computer technology. The term is in relation to "old" media forms, such as print newspapers and magazines, that are static representations of text and graphics. New media includes:

- Web sites
- Streaming audio and video
- Chat rooms
- E-mail
- Online communities
- Web advertising
- DVD and CD-ROM media
- Virtual reality environments
- Integration of digital data with the telephone
- Digital cameras
- Mobile computing
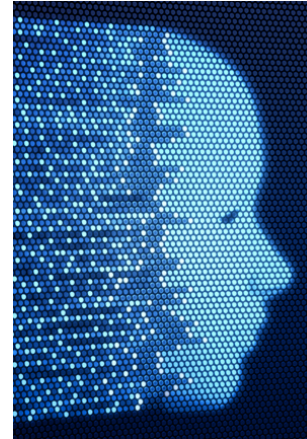
New Media = Digital Divide? New media has had a profound effect on three of the most

essential categories of society in the twenty-first century: economics politics, and the exchange of ideas. Of course, the scope of this article is limited in its ability to name the types of changes that are a product of new media, let alone a sufficient treatment of each category. However, it is important to sketch a brief schematic life of new media in the Information Age.

Economically, new media is the globe's commercial skeleton. Fiber optic wiring networks between the world's cities connect one to another to another…. Not only does this simple fact make global finance and trade a physical reality, since data networks between firms and investors are universally accessible, but it also impacts the possibilities and conceptions of so-called "old commercial" enterprises while giving rise to new ones. Every time a customer goes online to shop for that rare book title, or that overstocked iPod, or even the digital camera from a large retail store available down the block, new media is on both sides of that transaction. New media is not only the product but helps to mold the process of electronic commerce.

This means that manufacturing and production are largely focused on making the hardware that supports new media, while "softer" enterprises like news agencies, programmers, and artists adapt their crafts to the flows of the electronic current. If it seems abstract, that's because it is. New media processes and communications add another dimension to the business and consumers' practices we were already use to.

Perhaps the most interesting part of new media has to do with the restructuring of research, global economics, social interaction, and the currents of writing and dissemination of all information that have accompanied its emergence. Web and blog-writing in particular are not particularly revolutionary or ground-breaking because it changes the way people use language or construct basic sentences. It is ground breaking because it allows people to structure and nest information into documents differently. In today's average web/blog post, news articles, op-eds etc. are not only entries in mixed media (photos, writing, video) format, but they are organized according to hyperlink organization.

Important Video Games from their Creation to Today

1972: Pong – Excrutiatingly simple. Suited to quality of graphics of the time. And finally you could interact with the TV. Having the latest game helped you be cool……

1978: Space Invaders – Took games into cafes, bars and into the mainstream

Gave rise to many imitators - a lot of space invasion

1980: Pac Man- Video games first character. First insert scenes. Special moves, special situations. Revolutionary format. Many imitators: Donkey Kong

1980: Home Computing!!!!!

1980s: Spectrum – British game that could be programmed using Basic coding, a first.

1983: Manic Miner British home made game by 17yr old kid. Unique and personal.

1984: Elite – A technical marvel it simulated an entire universe and represented conceptual leap. It was one of the first open world game. Choose your mission and control your entertainment experience. Economics were uniquely raw and real. Characters had to make money and were allowed to go to the dark side in pursuit. Inspired Grand Theft Auto.

1985: Super Mario Bros. – simple complex platform game. Keep trying to go to higher levels. Very addictive. Memorable music and SFX sounds

Creator of *Neomoto* and Zelda, Super Mario Bros.

1989: Tetris – simplicity and easy to understand. From dying soviet empire. East to west game.

Gameboy – you took it for idle moments like cell phone now: gave birth to angry birds

**1990: The Secret of Monkey Island** – Great writing, comedy. Very similar to Pirates of the Caribbean. Influenced: LA Noir, Beyond 2 souls

1991: Street Fighter II – Great video arcade game! Competitive two player action between friends or enemies! Different characters with different skills! Popularized special moves and complex controls which responded to your touch and ultimately your style. Inspired many combat games.

1993: Doom - First truly brutal 1st person shooter. Blew market away. First person perspective. Scary. Bloody. Violent. Dark. Could hear sounds of creatures in dungeon. First multi player option. Telepresence of others. Involved in Congressional testimony against video games.

1992: Night Trap – Live action shots with CCTV look. Like a TV program but lousy game which was eventually taken off shelves. Led to US video game ratings. Attempt to link video game violence to dangerous shooter realities. NRA trys to shift blame onto video games and off guns with this game. Public is wondering if games reached a tipping point on violence.

1996: Tomb Raider on Playstation. First female icon in games. Object of female empowerment or male titelation? Rebooted with female writer. Gone from avatar to person. Mass effect = Games can entertain males and females!
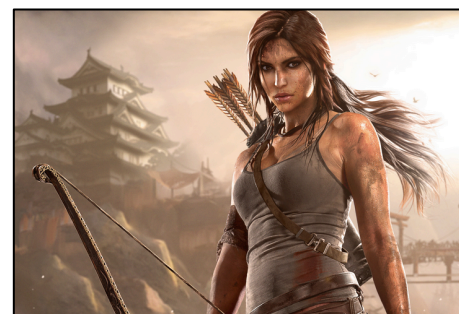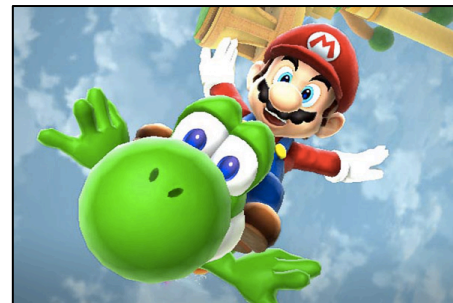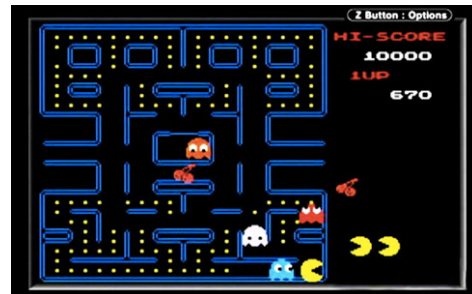
1996: HaRappa the Rapper: Catchy songs. Silly game. New use of controller. Pressing buttons in time. Leads to guitar hero and other imitations.

1998: Starcraft – real time strategy game. First competitive sport. In Korea there are TV shows devoted to it and the best players are celebrities

2000: The Sims – Alternative reality creation game. Like second life. Had to manage an entire life with bills, work and leisure. Satire of US culture as realistic world of conformity

2001: Grand Theft Auto III Outrageous drive and pillage game that added 3D graphics, more chaos, cool music, cultural awareness and a hip attitude, crash satire ….really a giant cartoon. Combines DRIVE, SHOOT, and PROBLEM SOLVING Games. Less then subtle representation of life in America from Scottish perspective. Influenced: Drive, Fast & Furious

2005: The Shadow of the Colossus

The basic task of rescuing a princess again but with each creature you kill you become more powerful, and more darker – you are the villain. The game reverses the myth.

2005: World of Warcraft

Multi-player masterpiece. Complete world with missions, characters, customization. Controllers getting very complex – multiple buttons for both hands. Leads to live competitions and online community. Connects players across the globe.

2006: Wii sports

Very accessible. Any one can play. Families too. Drew new players to video games. Finally brought a physical element to video games.

2007: Call of Duty

Complete complex world. Brutal. Realistic. Brilliant warfare film. Like a movie. Violent. Weapons used are actual weapons with stats of their own. Online gamers – known for violent outbursts while playing. Advances multi-player games.

2008: Brade Independent game – unique take on games.

2009: Angry Birds Mindless time killer that is a surprise hit. Built empire of of this game. Raised profile of mobile games.

2011: Minecraft is an open world game that has no specific goals for the player to accomplish, allowing players a large amount of freedom in choosing how to play the game. Creative not destructive. Popular with children. The game world is composed of rough 3D objects—mainly cubes—arranged in a fixed grid pattern and representing different materials, such as dirt, stone, various ores, water, lava, tree trunks, etc

2013: The Last of us.

The Last of Us is played from a third-person perspective; players use firearms, improvised weapons and stealth to defend against hostile humans and zombie-like creatures. Like a movie

2006: Twitter

Gamafication of life! In 2013 Twitter was one of the ten most-visited websites, and has been described as "the SMS of the Internet."

A SHORT HISTORY OF
VIRTUAL REALITY

It is believed that the first try at virtual reality (VR) came in the 1860s, as artists began to create three-dimensional, panoramic murals. Today's VR is more high-tech and is perhaps best known for its use in the gaming world. But VR is also used for military training and as a form of therapy. Today, the technology is just beginning to tap into its potential.
(PHOTO ABOVE CREDIT OF NASA)

Credits: jaronlanier.com, CBS Studios

1987: Jaron Lanier, founder of VPL Research and creator of the DataGlove and the EyePhone, is credited with coining the term virtual reality. Also that year, the Holodeck makes its first appearance in "Star Trek: The Next Generation."

1993: Sega introduced its wrap-around VR glasses at the Consumer Electronics Show.

Sega VR glasses

2014: Independent developer Cratesmith was able to recreate the hoverboard scene from "Back to the Future Part 2" by using a Nintendo Wii Balance Board and a VR headset.

March 2014: Sony introduces the Project Morpheus VR headset for PlayStation.

April 2014: The Federal Trade Commission approves Facebook's purchase of Oculus for nearly $2 billion.

April 2014: Virtuix announces it has raised $3 million in funding to develop a VR treadmill that will allow gamers to use their own body movements to move characters through a game.

tom's
HARDWARE

| 1957 | 1960 | 1965 | 1970 | 1975 | 1980 | 1985 | 1990 | 1995 | 2000 | 2005 | 2010 | 2014 |

1957: Morton Heilig invents the Sensorama — a simulator with 3D images along with smells, wind and sound — to create the illusion of reality.

1961: Philco Corp. develops project Headsight, a helmet incorporating a video screen with a head-tracking system. This technology has been used in military training operations.

1965: Ivan Sutherland comes up with the concept called Ultimate Display. Using a head-mounted display (HMD) connected to a computer, users could see a virtual world.

1982: VR goes to Hollywood as the movie "Tron" was the first to depict virtual reality.

Credit: http://disney.wikia.com

1991: Virtuality Group adds VR to arcade video games. Users step into a Virtuality cabinet and use goggles to enter a three-dimensional gaming world. Eventually, some of the more popular arcade games — like "Pac-Man" — have virtual-reality versions.

1997: Georgia Tech researchers use VR to create war zone scenarios as PTSD therapy for veterans.

1999: The film "The Matrix" hits theaters, featuring a computer-generated world where citizens of the future are imprisoned from birth.

2012: Oculus turns to fundraising platform Kickstarter to finance the Oculus developer kit, which was meant to get the Oculus Rift to developers who could then integrate the VR device into their games.

ROSS TORO, SUE MARQUETTE POREMBA / © TomsHardware.com

The FUTURE: 6 Breakout Technologies in 2020

1. Breakout moment of artificial intelligence (AI) in manufacturing
In 2020, emotion recognition and computer vision will scale and AI will have a breakout moment in manufacturing. U.S. startups Vicarious, Kindred, and Osaro stand out in using AI technologies for manufacturing. Kindred's technology is used to automate part of distribution for apparel brands such as GAP. Vicarious is attracting investment from Mark Zuckerberg and Elon Musk.

2. Practical deployment of Internet of Things (IoT)
IoT is hot but there are not as many mainstream applications today as some predicted. We anticipate that with 5G, the number of connected devices and mainstream IoT applications will reach scale. Amazon recently launched Amazon Go, a system that uses IoT and machine vision technologies to enable consumers to shop without manual check out. Environments will use more sensors and vision technologies, enabling more scalable IoT solutions.

3. Commercialization of quantum computing usage in mass scale
We expect 2020 to begin the quantum computing era. As data increases, quantum computing will target the biggest problems in industry, such as health care and energy. In 2020, the ability to handle big data will be required for cancer treatment, nuclear energy control, and DNA analysis.Corporations IBM, Google, Intel, Microsoft, and Alibaba have moved into quantum computing.

4. Evolution of aerospace technologies
Mankind will begin its return to space in 2020, largely driven by the private sector. Since the Cold War, technological advances have slowed. Notable companies now making aerospace advancements include SpaceX and Blue Origin.
SpaceX is developing the rocket Starship, which will reuse the entire vehicle body. Starship may shorten intercontinental trips to 20-30 minutes via space

5. New era of the internet —5G and Starlink broadband internet technology
5G competition between the U.S. and China is entering the main stage in 2020. There will be a new competition about who can propel 5G faster into mass consumer use. Another hot topic is the Starlink Broadband business planned by SpaceX.
Until 2020, as many as 2,500 satellites will be launched. This marks a new era of broadband Internet for some users in North America. Starlink's broadband Internet system will grow with 12,000 satellites through 2023, followed by the addition of 30,000 satellites. SpaceX will provide higher speed Internet starting in 2020.

6. **Evolution of autonomous driving technology.** It's coming soon, so they say.

> "*Any sufficiently advanced technology is indistinguishable from magic*"   *~Arthur Clarke*

THE FUTURE

Transhumanism (abbreviated as **H+** or **h+**) Transhumanism is a loosely defined movement that has developed gradually over the past two decades. It promotes an interdisciplinary approach to understanding and evaluating the opportunities for enhancing the human condition and the human organism opened up by the advancement of technology. Attention is given to both present technologies, like genetic engineering and information technology, and anticipated future ones, such as molecular nanotechnology and AI.

The enhancement options being discussed include radical extension of human health-span, eradication of disease, elimination of unnecessary suffering, and augmentation of human intellectual, physical, and emotional capacities. Other transhumanist themes include space colonization and the possibility of creating super-intelligent machines, along with other potential developments that could profoundly alter the human condition. The scope is not limited to gadgets and medicine, but encompasses also economic, social, institutional designs, cultural development, and psychological skills and techniques.

Transhumanists view human nature as a work-in-progress, a half-baked beginning that we can learn to remold in desirable ways. **Current humanity need not be the endpoint of evolution.** Transhumanists *hope* that by responsible use of science, technology, and other rational means we shall eventually manage to become post-human, beings with vastly greater capacities than present human beings have.

Lesser Known Features

1. Nootropics: also called smart drugs, memory enhancers, neuro enhancers, cognitive enhancers, and intelligence enhancers—are drugs, supplements, nutraceuticals, and functional foods that improve one or more aspects of mental function.

2. Reprogenetics: is the genetic engineering of man to create a human race according to scientific design. Among these are improvements in interpreting the effects of different expressions of DNA, the ability to harvest large numbers of embryos from females, and a far higher rate of reinsertion of embryos into host mothers. Those parents who can afford it will be able to pick out the genetic characteristics of their own children.

3. Nanotechnology is science, engineering, and technology conducted at the nanoscale, which is about 1 to 100 nanometers. Nanoscience and nanotechnology are the study and application of extremely small things and can be used across all the other science fields, such as chemistry, biology, physics, materials science, and engineering.

The Technological Singularity is a hypothetical event related to the advent of artificial general intelligence. Such a computer, computer network, or robot would theoretically be capable of recursive self-improvement (redesigning itself), or of designing and building computers or robots better than itself. Repetitions of this cycle would likely result in a runaway effect – an intelligence explosion where smart machines design successive generations of increasingly powerful machines, creating intelligence far exceeding human intellectual capacity and control. Because the capabilities of such a superintelligence may be impossible for a human to comprehend, the technological singularity is the point beyond which events may become unpredictable or even unfathomable to human intelligence.

Gary Marcus claims that "*virtually everyone in the A.I. field believes*" that machines will one day overtake humans and "*at some level, the only real difference between enthusiasts and skeptics is a time frame*." Ray Kurzweil predicts the singularity to occur around 2045 whereas Vernor Vinge predicts some time before 2030. In 2012, a study of artificial general intelligence predictions by both experts and non-experts found a wide range of predicted dates, with a median value of **2040**

Moore's Law is the observation that the number of transistors in a dense integrated circuit doubles approximately every 2 years. The observation is named after Gordon E. Moore, the co-founder of Intel and Fairchild Semiconductor, who first postulated it in a 1965 paper. His prediction proved accurate for several decades, and the law was used in the semiconductor industry to guide long-term planning and to set targets for research and development. Advancements in digital electronics are strongly linked to Moore's law: microprocessor prices, memory capacity, sensors and even the number and size of pixels in digital cameras.

Humans Will Have Cloud-Connected Hybrid Brains by 2030,
Ray Kurzweil Says….

Ray Kurzweil, director of engineering at Google, spoke openly about this idea at the Exponential Finance Conference in New York. He predicts that humans will have hybrid brains able to connect to the cloud, just as with computers. In this cloud, there will be thousands of computers which will update human intelligence. The larger the cloud, the more complicated the thinking. This will all be connected using DNA strands called Nanobots. Kurzweil says: "*Our hybrid thinking will be a combination of biological and non-biological thought processes.*"

By the end of 2030, our thinking should be almost entirely non-biological and able to function much like an external hard drive – having the ability to backup information as with technology. It seems we keep pushing further the ability of the human mind.

Kurzweil believes one of the characteristics of the being human is the ability to continually surpass knowledge: "*We will always transcend our limitations-it's human nature*."

Kurzweil wasn't 100% accurate in his future predictions, but he was close enough. In 1990, he predicted several things for the year 2009, including portable computers and eyeglasses with the built-in computer screen. He didn't, however, hit the nail on the head with self-driven cars. It was much later, this year, to be exact, that the idea touched the edge of mainstream technology. He was 86% accurate in his predictions, which is astonishing.

Kurzweil reminds us: "*Technology is a double-edged sword. It has its promise and its peril*."

Ray Kurzweil Biography

Ray Kurzweil has been described as "the restless genius" by The Wall Street Journal, and "the ultimate thinking machine" by Forbes. Inc. magazine ranked him #8 among entrepreneurs in the United States, calling him the "rightful heir to Thomas Edison," and PBS selected Ray as one of 16 "revolutionaries who made America,". He is considered one of the world's leading inventors, thinkers, and futurists, with a 30-year track record of accurate predictions. Kurzweil was the principal inventor of the first CCD flatbed scanner, the first omni-font optical character recognition, the first print-to-speech reading machine for the blind, the first text-to-speech synthesizer, the first music synthesizer capable of recreating the grand piano and the first commercially marketed large-vocabulary speech recognition.

Website: Accelerating intelligence: http://www.kurzweilai.net/

"Your mind is software. Program it. Your body is a shell. Change it. Death is a disease. Cure it. Extinction is approaching. Fight it." — Eclipse Phase

TRANSHUMANISTIC HEADLINES

A New Generation of Transhumanists Is Emerging
"Three years ago, we had only around 400 members, but today we have over 10,000 members,"
says Amanda Stoel, co-founder and chief administrator of Facebook group Singularity Network,
one of the largest of hundreds of transhumanist-themed groups

What is tDCS, and is there any science behind its brain-boosting powers?
Transcranial direct brain stimulation, or tDCS, appears to have hit the big time. Zapping the skull
(and presumably the brain) with electric current is now a science that garners serious
consideration from many neuroscientists. The finer points of this technique was a hot topic at
the annual neuro pow-wow held last month in Washington, DC

The future of permanent, fully integrated prosthetic limbs and bionic implants
In order to wield any artificial limb with full strength and confidence we are going to need to plug
it in properly, so that it becomes a real part of our musculoskeletal system. Researchers at the
Royal National Orthopedic hospital have now created an implant that does just that by interfacing
a leg prosthesis directly to your endoskeleton.

Future of birth control & drug delivery: Remote controlled implants last 16 yrs
An MIT spin-off in Massachusetts, backed by the Gates Foundation, has developed a small,
remote-controlled drug-dispensing implant that sits just under your skin. Such an implant could
be used to dispense a whole range of useful drugs — but in this case, one of the first commercial
applications will be the contraceptive hormone levonorgestrel.

Enhanced intelligence: the rising use of "smart drugs" among students
Many students, nationally and globally, are turning to "smart drugs"(nootropic drugs). Nootropics
drugs are marketed for certain medical conditions and are alleged to improve one's mental
performance. People who take nootropics for a reason other than their approved indication
believe they may help reduce fatigue or increase alertness.

Special issue of *Nanomedicine* explores medical application of nanotechnology "*Over
the last decade, nanomedicine has become a field of innovative research and is now seen as
having the potential to overcome many of the shortcomings of current disease treatment
strategies. However, these exciting scientific advances have been accompanied by a number of
issues which touch on the social, ethical and safety aspects of nanomedicine,*" said Jonathan
Wilkinson, Commissioning Editor of Nanomedicine.

Cure for Aging Can Be Created Using Directed Evolution *~By Maria Konovalenko*
Accumulating evidence suggests that microbiota plays an important role in modulating lifespan.
This makes possible to use symbiotic bacteria as "living drugs", which live in the host organism
and promote its longevity. We propose to create bacteria, which dramatically extend lifespan of
its host. Such bacteria have to produce not one, but a set of longevity-promoting substances with
optimal concentrations and dynamics of secretion.

U.S. Air Force developing swarms of tiny unmanned drones
*The Air Vehicles Directorate, a research arm of the Air Force, has released a computer-animated
video outlining the future capabilities of Micro Air Vehicles (MAVs). The project promises to
revolutionize war by down-sizing the combatants.*

Technological Unemployment is the loss of jobs caused by technological change. Such change typically includes the introduction of labor-saving machines or more efficient processes. Historical examples include artisan weavers reduced to poverty after the introduction of mechanized looms (Luddites). A contemporary example of technological unemployment is the displacement of retail cashiers by self-service tills.

Race Against the Machine   ~The Economist

Fear of displacement from one's job by a superefficient machine is as old as modern economic growth (Industrial Revolution - about two centuries old). It is somewhat surprising that there has not been more made of the possibility of technological unemployment during the recent recession and lackluster recovery. Technological unemployment was widely cited as a problem in the 1920s and 30s, a time when productivity was soaring, inequality and unemployment were high, and instability was the norm.

This story implies that certain classes of laborer (and these classes could come to represent quite a lot of the labor force) may face chronic underemployment and the persistent threat of displacement. Those conditions are likely to interact perniciously with existing institutions, like employer-based health care, higher education that is commonly debt-financed, and a relatively meager social safety net. Even if better institutions provide a cushion against displacement, they note, there's something to be said for the dignity of gainful employment. Chronic underemployment is likely to prove corrosive to society.

How Technology Is Destroying Jobs   ~MIT Technology Review

Erik Brynjolfsson, a professor at the MIT Sloan School of Management, and his collaborator and coauthor Andrew McAfee have been arguing for the last year and a half that impressive advances in computer technology—from improved industrial robotics to automated translation services— are largely behind the sluggish employment growth of the last 10 to 15 yrs. Even more ominous for workers, the MIT academics foresee dismal prospects for many types of jobs as these powerful new technologies are increasingly adopted not only in manufacturing, clerical, and retail work but in professions such as law, financial services, education, and medicine.

That robots, automation, and software can replace people might seem obvious to anyone who's worked in automotive manufacturing or as a travel agent. But Brynjolfsson and McAfee's claim is more troubling and controversial. They believe that rapid technological change has been destroying jobs faster than it is creating them, contributing to the stagnation of median income and the growth of inequality in the US. And, they suspect, something similar is happening in other technologically advanced countries.

> *"Employment trends have polarized the workforce and hollowed out the middle class."*

The rapid acceleration of technological progress, they say, has greatly widened the gap between economic winners and losers—the income inequalities that many economists have worried about for decades. Digital technologies tend to favor "superstars," they point out. For example, someone who creates a computer program to automate tax preparation might earn millions or billions of dollars while eliminating the need for countless accountants.

New technologies are "encroaching into human skills in a way that is completely unprecedented," McAfee says, and many middle-class jobs are right in the bull's-eye; even relatively high-skill work in education, medicine, and law is affected. "The middle seems to be going away," he adds. "The top and bottom are clearly getting farther apart." While technology might be only one factor, it has been an "underappreciated" one, and is likely to become increasingly significant.

> *"It's one of the dirty secrets of economics: technological progress grows the economy, but there is no economic law that says everyone will benefit."*

THE POSSIBILITIES – Emerging Technologies & ideas

- **Knowledge distribution has become decentralized, empowering many**
- **New technologies are far more efficient, doing more with less**
- **Exponential progress occurs as new discoveries are shared easily**
- **Science is evolving into holistic thinking from reductionist thinking**

Tissue: University of Oxford chemists custom-built a 3D printer that fabricates "synthetic tissue," or rather structures with tissue-like functions. Eventually, the technology could be used to crank out replacement tissue that could replace damaged human tissue or be used in new drug delivery systems. The material consists of a network of water droplets encapsulated in lipids, or fat molecules.

Biomimicry: - 3.8 Billion Years of Inspiration and R&D. There is no better design partner than nature. "It's learning to live gracefully on this planet by consciously emulating life's genius. It's not neither technology or biology; it's the technology of biology. It's making a fiber like a spider, or takng the sun's energy like a leaf."
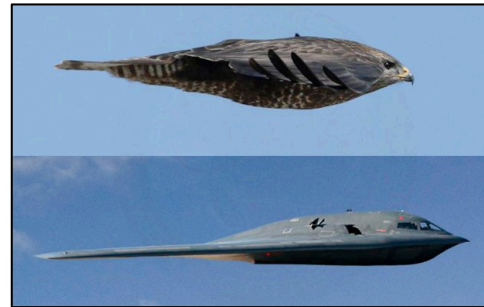
Waste to Fuel: A new generation of the HTL process can convert all kinds of biomasses to crude bio-oil, which is sufficiently similar to fossil crude oil that a simple thermal upgrade and existing refinery technology can be employed to subsequently obtain all the liquid fuels we know today. What is more, the HTL process only consumes approximately 10-15 percent of the energy in the feedstock biomass, yielding an energy efficiency of 85-90 percent. (**Science Daily 2/6/13)**

Graphene: is a substance composed of pure carbon, with atoms arranged in a regular hexagonal pattern similar to graphite, but in a one-atom thick sheet. It is very light, with a 1-square-meter sheet weighing only 0.77 milligrams. Several potential applications for graphene include lightweight, thin, flexible, yet durable display screens, electric circuits, and solar cells, as well as various medical, chemical and industrial processes enhanced or enabled graphene.

CollabrativeConsumption.com: A new economic model has arrived. Named by TIME as one of the "10 Ideas That Will Change the World", collaborative consumption describes the shift in consumer values from ownership to access. Together, entire communities and cities around the world are using network technologies to do more with less by renting, lending, swapping, bartering, gifting and sharing products on a scale never before possible. From Airbnb to Zipcar to Taskrabbit, collaborative consumption is transforming business, and consumerism

Open Source : opensourceecology.org, opensourcewarehouse.org
In production and development, open source is a philosophy promotes free redistribution and access to an end product's design and implementation details making it easy for others to copy, customize and improve existing inventions, products, materials and software

" I DON'T FEEL A THING ! "

FIGURE 6.—Man being bombarded by "invisible" rays.
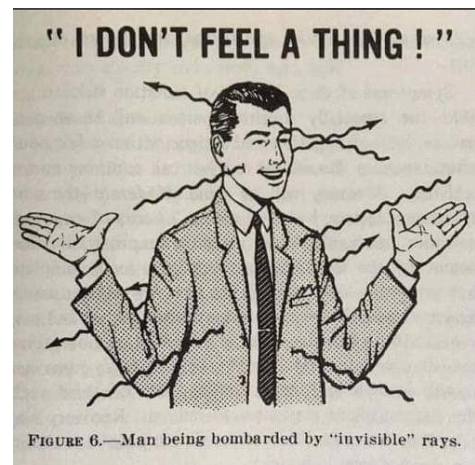
Appendix 1

Media Terms

Media Words and Phrases - compiled by Dave Echols

All of these words and phrases were heard or seen in American mass media meant for general consumption. They are for the most part not slang

Augmented Reality (AR): live view of a physical, real-world environment on a digital device, whose elements are *augmented* by computer-generated input such as sound, graphics or GPS data. Think football first down markers only TV viewers can see.

Big 3: Original broadcast networks: NBC, CBS and ABC. First begun as radio networks in the 1920s. NBC was originally two networks, Blue became ABC.

Binge viewing: watching all of the episodes of a TV series in a marathon viewing

Bricks & Mortar: Refers to actual physical stores like Barns & Noble as opposed to internet "e-commerce" or "e-tailers" like Amazon.

Buzz, to be talked about often excitedly, in low tones; a rumor or report**.**

Chatbot - a chatter robot is a computer program designed to simulate an intelligent conversation with one or more human users usually to keep human engaged for purposes of a long term "relationship". (see *Turing test* below)

Click candy: something that entices the user to click through on a link/ad/video. Ex: sex

(The) Cloud: metaphor for the internet or more accurately servers. Instead of storing data and applications on individual computers it can be stored on huge remote servers that may be accessed from any device often with passwords. "I store all my music on the cloud"

CGI: Computer Generated Imagery. Computer graphic effects in films and TV; *special effects.*

Conventional wisdom (CW) Ideas or explanations that are generally accepted as true by the public or by experts in a field. Such ideas, though widely held, are unexamined.

Cookies: Originally used by websites to gather information from a user's online activity in order to speed up online website activity like identification of of user's preferences or shopping cart contents. Cookies can be used by *spyware* to track user's browsing

Crowd Sourcing: The act of outsourcing (for free) tasks to an undefined, large group of people through an open call usually in the internet.

Data Mining: The automatic analysis of large quantities of data to extract previously unknown interesting or suspicious patterns.

Data Throttling: When user's data usage reaches a certain threshold then carriers slow down users making it difficult to download large files like movies.

Digital Divide: On one side the computer/internet "haves" with a personal device and broadband on the other the "have nots" with no personal access to the internet and if so not broadband. The "have nots" are primarily elderly and rural.

Economies of scale: factors that cause a producer's average cost per unit to fall as the scale of output is increased; bulk buying of materials, lower cost of per unit advertising and other factors are involved in "growing big to lower costs."

Fanboy The term originated in comic book circles; a male who is highly devoted and biased in opinion towards a single subject or hobby within a given field.

Internet-related prefixes: *E-, cyber-* **and** *virtual* are often used in names coined for electronic or computer-related counterparts of a pre-existing product or service. (E standing in for the word electronic) Examples include: e-mail, e-commerce

Echo chamber *effect* refers to any situation in which information, ideas or beliefs are amplified or reinforced by transmission inside an "enclosed" space.

Firewall: Computer, website, internet or other digital security barrier. Originally referred to a wall intended to confine a fire or potential fire within a building.

Franchise Films and other media (video games) successful enough to warrant a series. Examples: James Bond, Star Wars, Final Fantasy and so on.

Gatekeeper(s): Individuals who decide whether a given message will be distributed by a mass medium; ex: newspaper editors and TV news directors.

Hacker: depending on the context: People committed to circumvention of computer security; person who delights in having an intimate understanding of the internal workings of a system, computers and computer networks in particular.

Hits/clicks The number of people who land on a website or click (select) a page or site.

Jump the Shark: idiom, first employed to describe a moment in the evolution of a television show when it begins a decline in quality that is beyond recovery. Origin: 5th season of Happy Days when Fonzie jumps an actual shark in his leather jacket on skis.

Killer App Consumers would buy the (expensive) hardware just to run that application. Examples: Space Invaders, Halo in computer gaming. HBO in cable. Lotus 1-2-3, World Wide

Law of Diminishing Returns: Putting effort into something will get big results at first but as effort increases results will diminish. Polling 10,000 will not lead to results 10 times more accurate than a sample size of 1,000.

Legacy: refers to first or original. TV networks, sports teams, movie studios etc.

Luddite: Someone who mistrusts or refuses to use new technology.

Main St. vs. Wall St. Used in economics and business to differentiate between small town and big city values and ways of doing business. ie: workers vs financiers

Malware: Any software that gets inside your computer & operates without your permission.

Virus: something that spreads from computer to computer traditionally by somebody opening an email or attachment. **Worm**: doesn't need any help from you; it finds its own way into your computer's central operating system and does what it does.

Market: Based on the signal strength of a TV broadcast area. There are 214 markets in the U.S. Markets usually cover a cities metropolitan area. Used for advertising & marketing
MMPORG: (Massivly Multiplayer Online Role-Playing Game) a very large number of players interact with one another within a virtual game world. Ex: World of Warcraft
Meme: Cultural virus, spreading and importantly mutating (like natural selection).

Meta (prefix) is used to mean *about itself*. For example, metadata is data about data.

Moore's Law: the trend in computing hardware that speed doubles every 18 to 24 months. That is: computing speed, memory, pixels are improving exponentially.

Monetize the process of converting something into money. "The problem for newspapers like the NYT is how to *monetize* their online content."

Multiple The ratio of a film's opening weekend box office to its total run. Multiples of more than 3 to 1 are considered good. Huge hits like Avatar = 3/1

Net Neutrality: a principle that advocates no restrictions by Internet Service Providers (ISPs) on consumers access to the internet based on usage.

News Aggregator: Websites like Google News & Yahoo that simply gather stories from news sources like The New York Times and post them for free on their websites.

Opt in: A more restrictive online privacy concept. A company like Face Book or Google must first ask permission for your personal information as opposed to you the user telling the company to stop collecting certain personal information aka *Opt out*.

Pack Journalism aka Herd Mentality: How people are influenced by their peers to adopt certain behaviors, follow trends, and/or purchase items.

Paradigm shift: representing a major change in certain thought-patterns or a radical change in personal beliefs replacing the former way of thinking.. Became a buzword in the 1980s. "The new iPad represents a paradigm shift in how we get our news."

Phishing: Getting secret passwords from computer users by fake institutions like banks in order to fix or reset your account.

Platform: Venues for media distribution and exhibition. "The introduction of the subscription video on demand *platform* has broadened our opportunities."

Publishers A very broad term. Companies that create and distribute material in print or online. Not only papers like the NYT but also CNN, CBS Online and Salon.com

QR (Quick Response) code: resembling a small psychedellic checker board, QR codes are often used in print advertising. Camera phones equipped with the correct application can scan the image of the QR code to display text, contact information, or open a web page.

Rashomon effect: from the 1950 Akira Kurasawa film. The effect of the subjectivity of perception on recollection, by which observers of an event are able to produce substantially different but equally plausible accounts. He said, she said.

Reboot To start a film franchise over again; to disregard all previous story elements and start anew. Ex: Batman, Superman, James Bond franchises. (see franchise above)
Red state/Blue state refers to those states whose residents predominantly vote for the Republican Party (Red) or Democratic Party (Blue) presidential candidates.

Selfie: taking your own picture usually with your phone.

Sexposition: Talky exposition that takes place on premium TV networks like HBO or Showtime during nude sex scenes; ex: Game of Thrones, Da Vinci's Demons etc.

Slippery slope A slippery slope argument states that a relatively small first step leads to a chain of related events culminating in some significant effect.

Snakes on a Plane fallacy: When internet and fanboy buzz is so strong studios mistakenly think they have a hit on their hands.

Sweeps Nov., Feb. and May when the Neilsen Ratings company surveys the entire country (rather than the top 50 markets surveyed on a daily basis). So important to networks they usually run new episodes, have guest stars, etc. to enhance viewing

Synergy: Two parts of the same company (like Disney) work toward greater profits. Disney owned TV networks ABC or ESPN help Disney motion pictures or theme parks.

Tipping Point A previously rare phenomenon becoming rapidly and dramatically more common. Critical Mass. "The tipping point in Twitter's popularity came in 2007.

Trending On Twitter (and more commonly newscasts) a word, phrase or topic that is tagged (commented on) at a greater rate than other tags is said to be a *trending topic*.

Troll one who posts inflammatoryor off-topic messages in an online community seeking an emotional response.

Trope: conventions and devices. Eg: spooky old house during a thunder storm in horror films, western shoot out at high noon.

Uncanny Valley: The emotional response from humans to robots/CGI becomes increasingly positive until it reaches the "uncanny valley" of 96% to 99% lifelike when human response becomes revulsion until it crosses the valley to become indistinguishable from an actual human

Unintended Consequences: Unanticipated and often undesirable outcomes. Porn is an unintended consequence of the internet.

Up Fronts: meetings hosted at the start of important advertising sales periods by television network executives, attended by the press and major advertisers.

Vertical Integration: integrated companies in a supply chain are united through a common owner. A cartel. Film studios owning TV networks or internet streaming

Viral video A video uploaded to the internet that is viewed and downloaded many, many times. The first viral video was South Park Christmas video *Jesus Christ meets Santa Claus.*

Water cooler TV TV story or event thats so involving or exciting or controversial that people will be talking about it around the water cooler at work the next day.

Wiki (Hawaiian for *quick*) websites that allow creation & editing collaboratively by multiple users: widipedia

Zeitgeist: Spirit or mood of the times

Appendix 2
Writing, research & Presentation tips

Notes on Submitting Assignments

1. All homework must be typed & spell checked & submission attached
2. Your Name & Class in upper left of the page
3. Include Questions with Answers
4. Format cleanly, organize information clearly
5. If asked for a List, then list: 1, 2, 3
6. If asked to discuss or describe: write short essay
7. If absent, submit to Canvas later. Late work accepted for 1 week
8. Most Homework assignments should fill 1-2 pages.
9. Submit documents in correct format: doc. docx, pdf
10. Once graded check my comments on your work

Writing Tips

1. Effort is part of your grade so let's see it!
2. Answer the question asked. Don't go off topic
3. Remove 'I' from college level writing… "When I saw this film…"
4. Never Retell the Plot. Plot will never be the answer. No plot vomit.
5. Use terms, show that you have learned
6. Avoid clichés. Original writing only
7. Discuss specific examples from the film. Refer to scenes
8. For longer papers, have an intro that sets up the paper
9. Scholarship: Quote the booklet, videos etc. in your papers
10. Get Names and film titles correct. Look it up if your not sure.

Research

1. Imdb.com is you most important source for all things film. Actors, Directors, etc. are all listed and their careers outlined. Every film made pretty much is listed there with a lot of information on it.
2. **Eff.edu** The leading nonprofit defending digital privacy, free speech, and innovation
3. **Pewresearch.org** Database of national public opinion data on medical, science and public health research.
4. **topdocumentaryfilms.com** Free documentaries online
5. **Newsguard.com** Trust ratings for all news sites

Writing Workshop

Keys to better writing:
1. Structure
2. Good intro
3. Editing and diction
4. Rewriting
5. Overview/Details
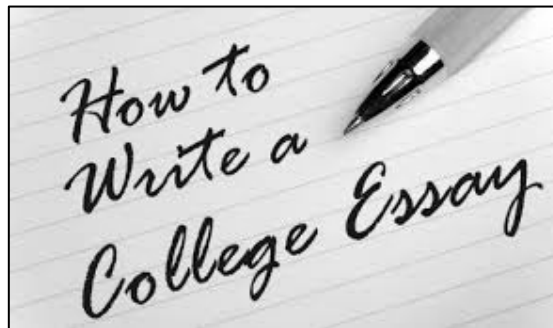
1. Structure
    A. Intro 1 paragraph
        Tell me what you are going to tell me. Have a strong thesis statement
        Preview paper indicating direction of paper. Preview the main points
    B. Body 5-8 paragraphs
        The info. Select 3-4 main topics to address. Have supporting material to
        back up your ideas: facts, quotes, stats, expert opinion, stories, studies, etc
    C. Conclusion 1-2 paragraphs
        Tell me what you told me. Draw final conclusions. Summarize and end
        strong with final thought or fact

2. Intro
    A good introduction is key. It sets up the paper. Preview your content and give
    your paper a focus (thesis). It's the first thing I read so it makes a big impression.
    Often an intro is written last so that the writer can reflect on what he/she has said.

3. Editing
    Edit your writing for spelling and grammar. Check your diction – are you using
    the right word? Are you saying what you really intend.

4. Rewriting
    Write your paper once before the deadline and put it away. Then revisit it and
    read what you have written. You will catch mistakes and spot unclear writing.

5. Overview and Details
    Maintain an overview of the topic that reflects a general understanding. Include
    details to support your overview and ideas. Provide an understanding of the whole
    while including specifics that show detail and support your holistic understanding

General Guide to Formatting a Bibliography

Book: Author (last name first). Title of the book. City: Publisher, Date of publication.
Magazine: Author, "Article Title" Magazine Name. Volume number, (Date): page #
Newspaper: Author, "Article Title" Newspaper Name, city, state, date, edition, page #
Person: Full name (last name first). Occupation. Date of interview.
Film: Title, Director, Distributor, Year.
CD-ROM: Disc title: Version, Date. "Article title," pages if given. Publisher.
World Wide Web: URL (WWW address). author (or item's name), date

Formatting Lesson

Outlining

	Other ways of outlining
I: General Info	Dashes

A: Major Points   -

    1. Sub Points   -

      a. Details   Bullets

      b. Details   *

    2. Sub Points   *

B: Major Points   Numbers

    1. Sub Points   1)

    2. Sub Points   2)

II: General Info

III: General Info

Consistency – always keep your formatting consistent within a page

1. **Goal 1:** Consistency   1. **Goal 1**: Inconsistent
2. **Goal 2:** Visually appealing   2) *Goal 2* - Not visually appealing

Word Commands to Know

1. <u>Basics:</u> Edit > Cut, Paste
2. <u>To Remove formatting:</u> Select Text > Edit > Clear > Clear Formatting
3. <u>Move photo freely in Word doc:</u> Select Pic > Format Picture > Wrap text > Tight
4. <u>To Correct photo in word doc:</u> Click on Picture > Format Picture > Corrections
5. <u>To Adjust space between lines of text</u>: Select blank space & in

Formatting Your Paper - The MLA Way

1. Typed on 8.5 X 11-inch paper with 12 pt. font
2. 1-inch margins on all sides
3. Body text of the paper should be double spaced
4. First line of each paragraph indented one half-inch from the left margin
5. Only one space after periods or other punctuation marks
6. Number all of your pages in the upper right-hand corner - your page numbers should be a half inch from the top of the paper and in line with your right margin.

Tips to Good Writing

- **Avoid Clichés.** Clichés are trite, overused expressions, such as "light as a feather" or "hit the nail on the head."
- **Start your piece in an interesting way**. Even if your introduction is only one or two sentences, make sure it catches the reader's attention with precise language and an engaging style.
- **Accept that good writing means rewriting**. There's no way around it—once you've carefully developed a first draft, you must revise and polish (usually more than once) to have a top-notch piece.

COLLEGE LEVEL WRITING

Many of you need to dramatically improve your approach to writing. Please understand this is my attempt to help and <u>don't take these notes personally</u>. I am here to make you better and these notes will help with all college level writing going forward. Trust me.

1. Remove 'I' from college level writing. You don't want to
discuss your personal experience of watching the movie – make the paper about the subject, not YOU! Do not insert yourself into your paper.

 <u>Bad Example</u> "When I sat down to watch…"

2. ANSWER the question. I don't want your general thoughts about the
media and I certainly don't want a review. Stick to the Question and answer ALL PARTS of it. Short form college paper writing is no place for tangents. The simplest way to do this is to reverse the question:

<u>Good Example:</u> In "Casablanca we see a clear demonstration of Hollywood narrative style in the bar scene......"

3. SCHOLARSHIP! Refer to the Book & Videos resources.
Demonstrate a knowledge of your resources by using a quote from the film, booklet or videos. Show me you have done the course work in your paper. This is what I mean when I say scholarship.

<u>Good Example:</u> "In the book the author states that 'American Cinema was a character driven art form with a clear goal and conflict'"

4. Don't be GENERAL, use SPECIFIC examples to make a point.
Avoid vague language and avoid being too general. Be specific with specific examples from the subject

<u>Good Example:</u> "In the next bar scene we see the narrative conflict established."

5. USE TERMS from the booklet and handouts in your paper.
Demonstrate an understanding of the terms by using them correctly in your paper. Show me you understand terms by deliberately using them.

<u>Good Example:</u> "The Equilibrium of the film is disturbed by the appearance of Ilsa at the bar. Our Protagonist is clearly shaken"

6. Avoid clichés and conversational writing: Eliminate clichés from your writing. Don't write a paper like a conversation.

Bad Examples: *"This film is the cream of the crop" "And wouldn't you know, the protagonist….""The early bird gets the worm…"*

7. Have a good INTRO that sets up the paper. A good quote, fact, expert opinion, observation or general statement about the film opens a paper nicely. Then work toward a thesis or restatement of the question. If the assignment is for 1 paragraph you first sentence is your intro.

Good Example: " '*Here's looking at you kid'* - a classic line from a film dear to the hearts of many Americans. Casablanca is one of American cinema's most treasured films and has been referred to as a "perfect script' by author Robert McKeyes. With it flawless execution of Hollywood Style, Casablanca features a central conflict for its protagonist Rick, to resolve. We see his goals shift and evolve as his equilibrium is disturbed by events in the film. Along the way he is heartbroken and reborn in a film that perfectly demonstrates Hollywood narrative style: character driven and linear.

8. End strong with a good conclusion: Wrap up your paper well with an ending that lets the reader know you are concluding. Save a juicy quote or fact to close on. Summarize what you have said without repeating.

Let me know if these notes help! I am trying to make the formula for getting an 'A' clear – not a mystery. Along the way I am hoping to improve your writing and scholarship. We get to do all this while watching classic films – not the worse thing……

9. 1 paragraph = 1 idea: Each paragraph should encompass a single idea, argument, example, etc. When you switch topics, go to a new paragraph. Paragraphs can be 3 sentences or 10.

10. Your lead sentence should act as an intro for the whole paragraph. A well written paper can be understood just from lead sentences

Good Example: "The prime argument against this is laid out by the economist, Gary Jones, in…."

11. Good writing is rewriting

Structure

I N T R O D U C T I O N

Attention Getter Attention Getter Attention Getter Attention Getter
Introduction Introduction Introduction Introduction Introduction
General information leading to your thesis General information General
information leading to your thesis General Information
Introduction Introduction Introduction Introduction Introduction Introduction
Introduction Introduction Introduction Introduction
Background Info Background Info Background Info Background Info
Introduction Introduction Introduction Introduction Introduction Introduction
Introduction Introduction Introduction Introduction
THESIS THESIS THESIS THESIS THESIS THESIS THESIS THESIS
Main Point Preview Main Point Preview Main Point Preview

B O D Y P1

First Main point. First Main point. First main point. First Main point
First Main point. First Main point. First main point. First Main point
Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1
Supporting Evidence Supporting Evidence Supporting Evidence Supporting
Evidence Supporting Evidence Supporting Evidence
Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1
Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1
More Research More Research More Research More Research
Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1
Expert Quote Expert Quote Expert Quote Expert Quote Expert Quote
Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1
Wrap up first example Wrap up first example Wrap up
Transition Transition Transition Transition

B O D Y P2

Second example of main point Second example of main point
Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1
Supporting Evidence Supporting Evidence Supporting Evidence Supporting
Evidence Supporting Evidence Supporting Evidence
Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1
More Research More Research More Research More Research
Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1
Expert Quote Expert Quote Expert Quote Expert Quote Expert Quote
Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1 Body P1
Conclude First Main Point Conclude First Main Point

REPEAT FOR 2nd & 3rd MAIN POINTS

C O N C L U D E

Summary Summary Summary Summary Summary Summary Summary Summary
Summary Summary Summary Summary Summary
Conclusion Conclusion Conclusion Conclusion Conclusion Conclusion
Final examples Final examples Final Examples Final Examples
Final examples Final examples Final Examples Final Examples
Conclusion Conclusion Conclusion Conclusion Conclusion Conclusion
Final Conclusion Final Conclusion Final Conclusion
Clincher Clincher Clincher Clincher Clincher Clincher Clincher

Sources for your Papers

Wikiquotes.org
Wikiquote is a free online compendium of sourced quotations from notable people and creative works in every language, translations of non-English quotes, and links to Wikipedia for further information.

quora.com
Quora is a question-and-answer website where questions are asked, answered, edited and organized by its community of users.

moviestillsdb.com
We are a community devoted to archiving movie and television stills, promo shots, lobby cards and more.

pinterest.com
Pinterest is a visual discovery tool that you can use to find ideas for all your projects and interests. Photos, Charts, and statistics visually organized.

Wired.com
Get in-depth coverage of current and future trends in technology, and how they are shaping business, entertainment, communications, science, politics, and society.

academia.edu
Platform for academics to share research with colleagues. May require a sign up

topdocumentaryfilms.com
collection of documentary films online

huffingtonpost.com
Good online newspaper with insightful articles. See also:
http://www.huffingtonpost.com/news/media-research-center/

theguardian.com
Latest US news, world news, sports, business, opinion, analysis and reviews from the *Guardian*, the world's leading liberal voice. British site with keen US criticism

imdb.com
International movie data base with details on every movie made or being made

Smrfoundationl.org
Social Media Research Foundation

pewresearch.org
Premiere raw data and unbiased research site.

Brainyquote.com
Great quotes from the famous, infamous and important

In Google searches, to find photo: click "Images" or "Videos"

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."~Margaret Mead

Presentation Skills

1. Eye Contact
- Eye contact, especially to start the presentation is essential
- If nervous look at the back wall
- Don't just look at me or specific group of students

2. Use Speaking Notes but never read to your audience
- Prepare simple Easy to read notes in outline form with bullets
- Never write out your speech, and never read to an audience
- Print notes at a larger font type so you can easily read them
- Highlight key points in the order you want to discuss them

3. Posture & Non Verbal Comm.
- Stand up straight! Don't cross your legs
- You communicate a lot with your body, so communicate a passion for your topic. NO hands in pockets!
- Use your hands to emphasize points, Move about purposefully
- Don't pace or act nervous – practice and remain calm

4. Presentation
- Intro Piece: Tell us what we are about to see. What's your connection?
- Set it up: Set a context, where, when, who?
- Show piece or object
- Final Comments: Wrap it up, save something for closer
- Field questions

5. Don't pre judge
- Let your audience make up their minds before you express yours

6. Practice and Preparation
- Practice, Practice, Practice
- Be prepared by having done your research
- Print handouts for class
- Consider the relationship of your slides to what you are saying

Practical Matters
1. Media Shares: Email me your link prior to class
2. Final Presentations:
   - Email me a link to your video or presi posted on the web
   - Bring your Powerpoint/Presi on a Flash drive
   - Test all links prior to sending
   - Make sure you have no copyright infringement
   -

Presentation Notes for Final Presentation

Presentation Tips
- Engage Audience
- Give us a reason to care/listen. Why is this important?
- Define & intro topic, don't <u>assume knowledge or familiarity</u>
- Give sources in presentation to show credibility
- Share personal story or personal motivation around topic
- Show passion for the topic. Show that its important
- Practice difficult words or names.
- Record yourself in zoom and watch the recording for very best practice

Remote Presentation
- Be in a private room. Clear room of distractions, people, pets
- Sit at a desk with good posture. No slouching, no lounging
- Make sure your face is fully visible. Have camera at Eye level
- Make sure you are well lit. Consider lighting yourself
- Consider background. Eliminate distraction, bright light
- Test Screen share and your powerpoint PRIOR!
- Make sure you have a secure connection, close all other windows
- Have speaking notes handy, printed in larger font

Presentation Requirements
- At least 15 slides. More is better
- 1 video 1-2 minutes long, embedded in presentation
- Introduction and conclusion with your face, Share screen with body of speech
- Well designed slides with images and composition
- Make all font sizes 20pt +
- Coordinate speech WITH Slides. Make them work together
- Show your research and include sources

To be prepared
- Each student is allotted 15 minutes each
- Speak for 10-12 minutes
- Start with by addressing class and doing intro
- Then share your screen and begin presenting
- Have your powerpoint, open, ready.
- All other programs and windows closed
- When you complete powerpoint stop sharing screen and conclude with your with your face on screen

You will be graded on
1. Presentation Delivery – Quality of delivery
2. Slideshow Quality – Composition, usage, design
3. Content and Research – Depth and detail

INTRODUCTION MODEL

1. <u>**Introduction:**</u> Hello everyone, my name is _____, today I will be discussing _____. This is important because _____. I picked this topic because _____. I have compiled _____ to illustrate this concept. I found this info _____. We are going to look at _____ and end with _____. Let's get started…..

2. <u>**Tranistions**</u>: Ok now that we've covered _____, let's move on to _____.

3. <u>**Conclusion:**</u> As you've just seen, I've illustrated _____. In conclusion, we've seen how _____. Consider how important this is _____. You may want to _____. I want to thank everyone for listening and I hope you've enjoyed the presentation.

   Black: Courtesy Red: Thesis/conclusion Blue: Credibility Green: Preview/Review

Media Human
- Find a video you want to use on Youtube
- Cut and past URL into Media human, download by pressing arrow.
- Once file is downloaded, double click on it and it will open up. Test it.
- Under file > EXPORT to desktop
- Then place video into Powerpoint or Prezi
- Test it! Make sure it works
- Try to shorten longer clips by editing them down or finding a smaller version
- Test it on another computer first!

DAY OF PRESENTATION
- Rest the night before
- When Speaking: avoid milk, sodas, acidic beverages
- Arrive early ready to go
- Finish in advance and arrive relaxed, positive
- Think positive, use nervousness as energy to perform
- Test sound and image on your videos. Cue any videos
- Check your image when you enter Zoom. Check lighting

Powerpoint creation tips
- Use Powerpoint, Google slides, Prezi, Keynote, etc.
- Powerpoint is a visual medium not a textual one. Use images!!
- Use Higher Res photos, NOT low res photos.
- Have a unifying motif for slides. A consistent visual theme
- Compose each slide. Carefully balance heading, text & images
- 1 slide = 1 idea. Don't crown slides, make more slides
- Use Section headings for different parts of your speech
- Consider the design suggestions native to your program

Prep your computer

Ask people who are sharing your internet network not to upload or download large files.

It'll slow down your connection and make it hard to see and hear you.

MOVIE
MOVIE
MOVIE

Turn off any programs you don't need.

Even web browsers can be resource hogs.

Use an ethernet cable to connect to the internet & turn wifi off.

Wifi is convenient, but it has latency issues, which makes you look like you're constantly 2 seconds behind the conversation.

Prep your lighting

Don't have any light behind you (even if it's from a window).

When light hits a webcam, it compensates by going dark, which makes you look like a faceless shadow.

Have light facing you.

That's how they make people look good on TV.